

Leisure Line

MAY 1993

CREATURE FROM THE BLACK LAGOON IN 3-D

CONVERSION GAMES SHORTAGE
It's the Law of Supply & Demand

VIDEO GAME VIOLENCE
Self Regulation or Govt. Intervention?

VIRTUAL REALITY
Still a lot of Huff & Puff?

NBA JAM - It's a Knockout!
Check the Testimonials!

WORLD PINBALL CHAMPIONSHIP
Aussie Champ prepares for Showdown

AMAZING!
STARTLING!
SHOCKING!

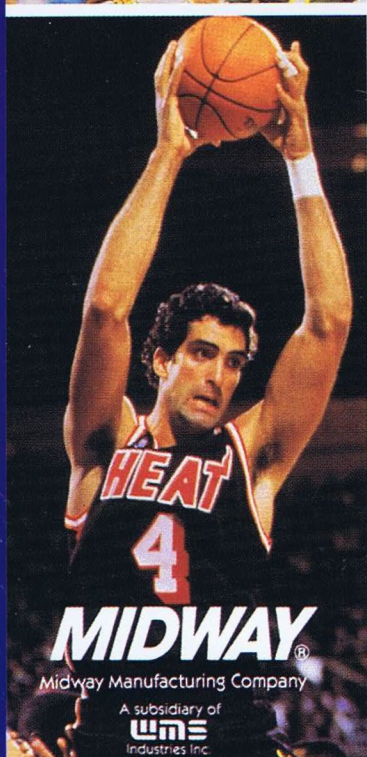
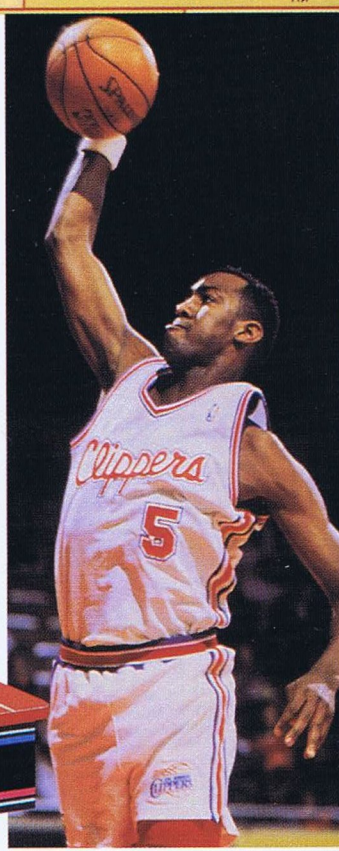
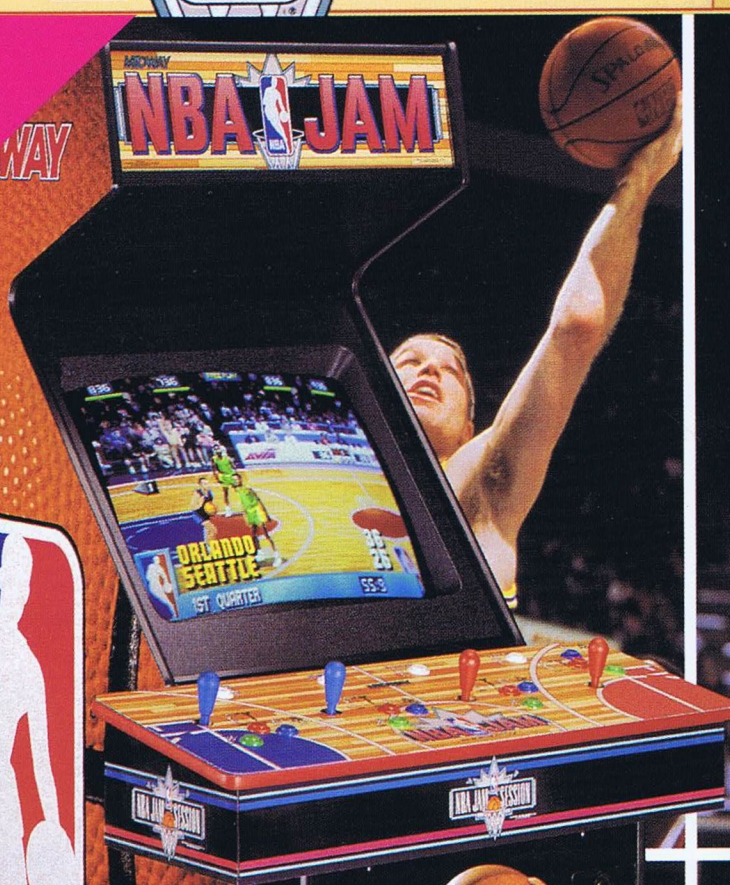
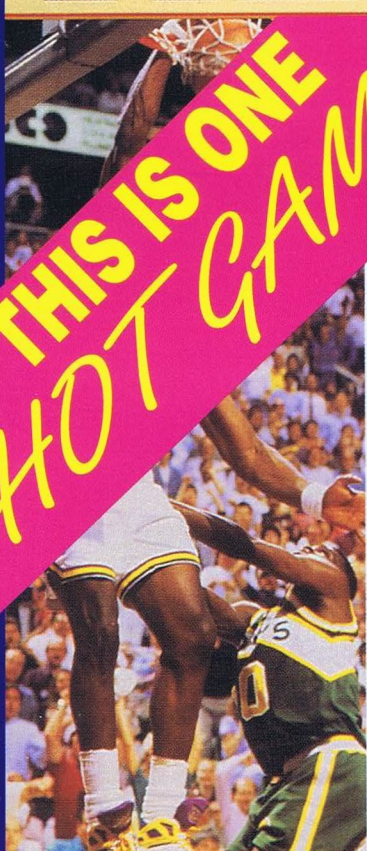


MIDWAY

NBA JAM

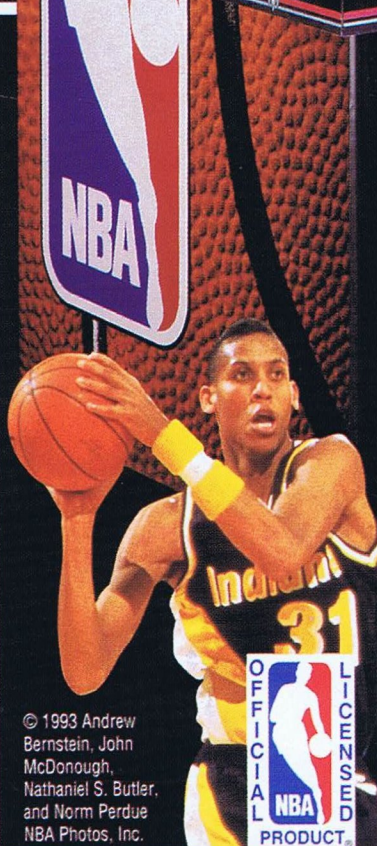


THIS IS ONE
HOT GAME

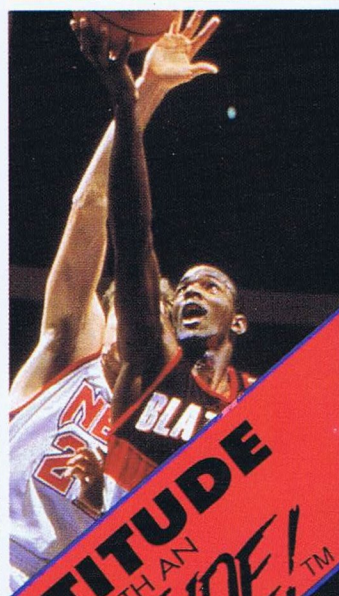


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EDITORIAL

The Law of Supply and Demand

Operators in all States have been complaining about a significant downturn in earnings from street locations during the last few months. There has been no worthy successor to the "Street Fighter" games which many claim is the main reason for the downturn.

In reality, it is probably "the laws of supply and demand" which are creating the downturn being experienced.

As far as PCB games are concerned, it is virtually an open market with a large number of distributors and operators importing their game requirements directly from South East Asia and other countries. There is no question that since the import market has been thrown open, games are cheaper but operators are paying the penalty of an over-supplied market.

In the old days when there was no parallel importation of PCB games, there was only a few hundred units of a top game imported and distributed throughout the country. Now, an equivalent game may have up to a few thousand units imported. Whatever money there is available on the market place to support that game, now has to be spread over a substantially larger number of units so it is logical that the average income per unit will decline.

To make matters worse, the over-supply situation has had a damaging effect on resale values. Even the top games are depreciating very rapidly and many of the lower quality games are virtually unsaleable.

DEDICATED GAMES

By contrast, pinball machines and other dedicated games, which are still protected under the Copyright Act, continue to enjoy higher revenues and resale values. Dedicated games

are being handled by a relatively small number of distributors whose future survival will depend on the earning power and longevity of the game as well as its resale value. Distributors handling dedicated games are therefore unlikely to flood the market which would adversely affect the earning capacity and resale value of the product.

CUSTOMER SERVICE

A distributor must be responsible for more than just the supply of product. There has to be after sales service, spare parts back-up, warranty, advice and a whole range of services to meet the operator's needs.

There are a number of distributors in Australia and New Zealand who have no offices, showrooms or warehouses and many of them, do not even have an address. They work from a phone number and compete on the basis of price because their structure does not allow them to provide the after sales services necessary to fulfil operator's needs. Many of these distributors are basically operators who import a few

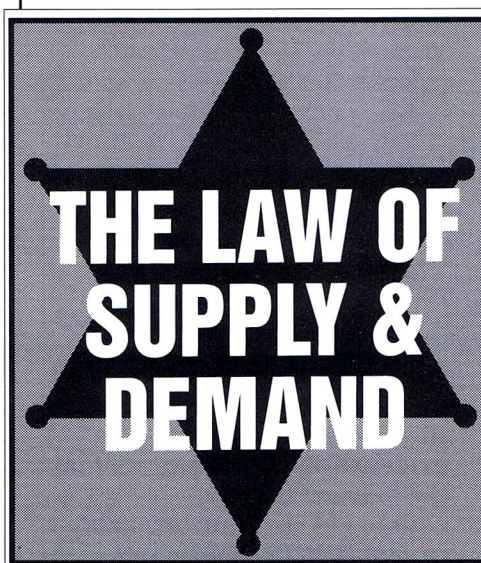
extra PCBs to sell at the same time.

It is very difficult for this type of operator to meet the market needs however, in tough times, there must be a significant number of operators who would rather take a chance on after sales service and save a few dollars on the buying price.

An open market usually creates a division between those distributors who are structured to provide a full service to customers and those who want to operate on a low overhead and compete purely on the basis of price. At the end of the day, the market will make its own judgement but whatever happens, there are certain services that the operator needs in order to survive.

It is interesting to note that the Federal Government recently changed the Law in relation to the importation of new and used cars into Australia. Unless you are an authorised dealer, you are not permitted to import new or used cars unless they meet Australian compliance standards. These regulations were introduced primarily as a result of car dealers with established sales and service facilities not being able to compete with importers who were selling cars on the basis of price and not providing after sales service. It is unlikely that the Government will intervene in our Industry so it is probable that the market for PCB games will stay free and open in the foreseeable future.

A growing number of operators believe that they were better off under the old system. They claim that they may have paid more for games but at least their earnings, longevity and resale value were sustainable.



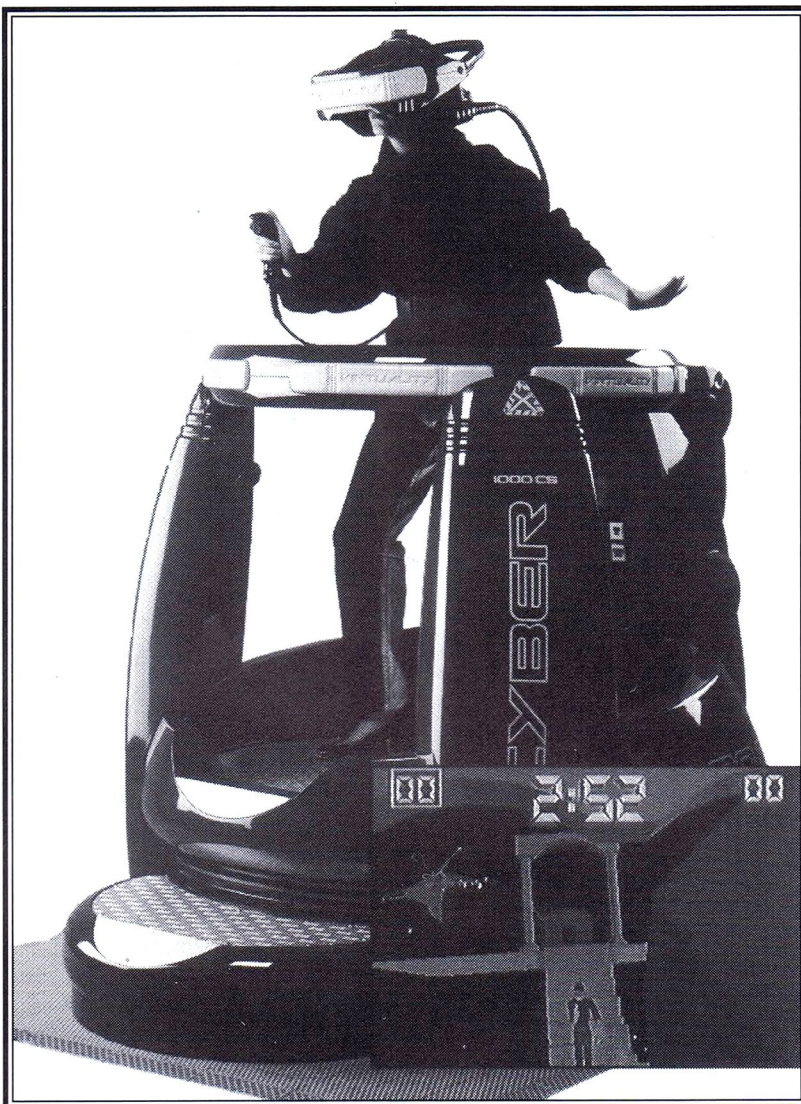
VR Huff and Puff

It is pretty rare these days to pick up a trade magazine anywhere and not read an article on "Virtual Reality". There is certainly a lot of "huff" about this new technology but from some of the reports we are getting, we wonder whether there is enough "puff".

The main player in the market so far is an English based company called W Industries Ltd. headed by talented software engineer Dr. Jonathan Waldon. Because of the technology involved, their products have received extensive publicity internationally but strangely enough, only a limited amount of the product has appeared in the market place. In the U.K., there are several installations but we have a report from one major arcade operator who says that the income levels from the "Virtual Reality" equipment is no higher than the top conventional video dedicated games. Because "Virtual Reality" is not coin-operated, it requires an attendant so by the time you deduct labour and associated costs, revenues are not comparable to the latest coin-op releases.

In the United States, Edison Bros. Mall Entertainments Ltd., a large public company with 140 leisure centres plus 2,800 retail stores specialising in fashion and footwear, entered into an agreement with W Industries to distribute their VR product in the United States. Whilst Edisons have used the product extensively within their own operations on the U.S. mainland, only a relatively small number has been sold to other independent operators.

Price seems to be the main obstacle in VR equipment so far. The W Industries product is sold in Australia at a price well in excess of \$200,000 for a basic two player module. Although prices are starting to



come down, they still have a long way to go to reach the affordable level as far as leisure centres are concerned. There have been very few "Virtual Reality" systems sold in Australia. One system was sold to an RSL Club in Sydney but the income levels have been very disappointing, particularly in relation to the cost of labour and the size of the capital investment. There are some people in other States trying to hire the system to shopping malls and special events but these are generally short term installations. The evidence seems to indicate that the "Virtual Reality" equipment currently available cannot sustain satisfactory

levels of income for an extended period on a permanent location.

Despite the relatively lukewarm results achieved to date, there are other companies planning to release their own versions of "Virtual Reality". Sega has announced that it will exhibit a "Virtual Reality" system at the JAMMA Show in Tokyo this coming September. We understand that Namco and Konami are also working on similar systems. There are two or three companies in the United States, one of which is VR8 Incorporated headed by Australian engineer, Kyle Hodgetts

Continued over.....

VR Huff & Puff cont..



who has developed the new game called "Virtual Combat". The big difference with "Virtual Combat" is that it uses a movable periscope instead of a helmet visette system which many say is not only more comfortable, but also more hygienic. A greater attraction is that the VR8 machine would sell in Australia for around \$20,000, substantially less than the W Industries product currently available. On the minus side, the software programme for the "Virtual Combat" game leaves a lot to be desired and many observers believe that the company will need to spend a lot more in R & D in order to improve the game quality.

WHEN IT COMES TO THE CRUNCH

Regardless of how good a VR product may be technically, or how good the game graphics or the visual images may appear,

when it comes to the crunch, if the game quality and the player appeal is not there, the earnings will not be sustained in the long haul.

"Virtual Reality" is just a form of video game presentation. It immerses or encloses the player in the game to the extent where visually, it blocks out the surrounding environment. It all sounds very exciting but the technology is really not all that new. Games like "B.O.T.S.S." also have the capability of scrolling 360 degrees but

the video presentation is done through a cathode ray tube rather than a visette system.

It is also very difficult for "Virtual Reality" to have the same sort of spectator inter-action as conventional video games. Although the spectator can see what is going on via live monitors, it is not the same as standing behind the machine and looking over the player's head.

In terms of creating an experience, there must be some advantage in taking away the visual sense of the surrounding environment but this has to be done with the commercial practicalities in mind. It may not be functional for players to wear heavy and cumbersome equipment and more importantly, the hardware must be designed to be coin-operated as the revenue levels cannot sustain the cost of a full time attendant.

There is no doubt that "Virtual Reality" has caused a lot of "huff" as far as the media and the general public are concerned but the Industry will rest a lot easier if it starts to demonstrate more "puff" in terms of sustained earnings and return on investment. It will be interesting to see what Sega and some of the other Japanese manufacturers come up with.



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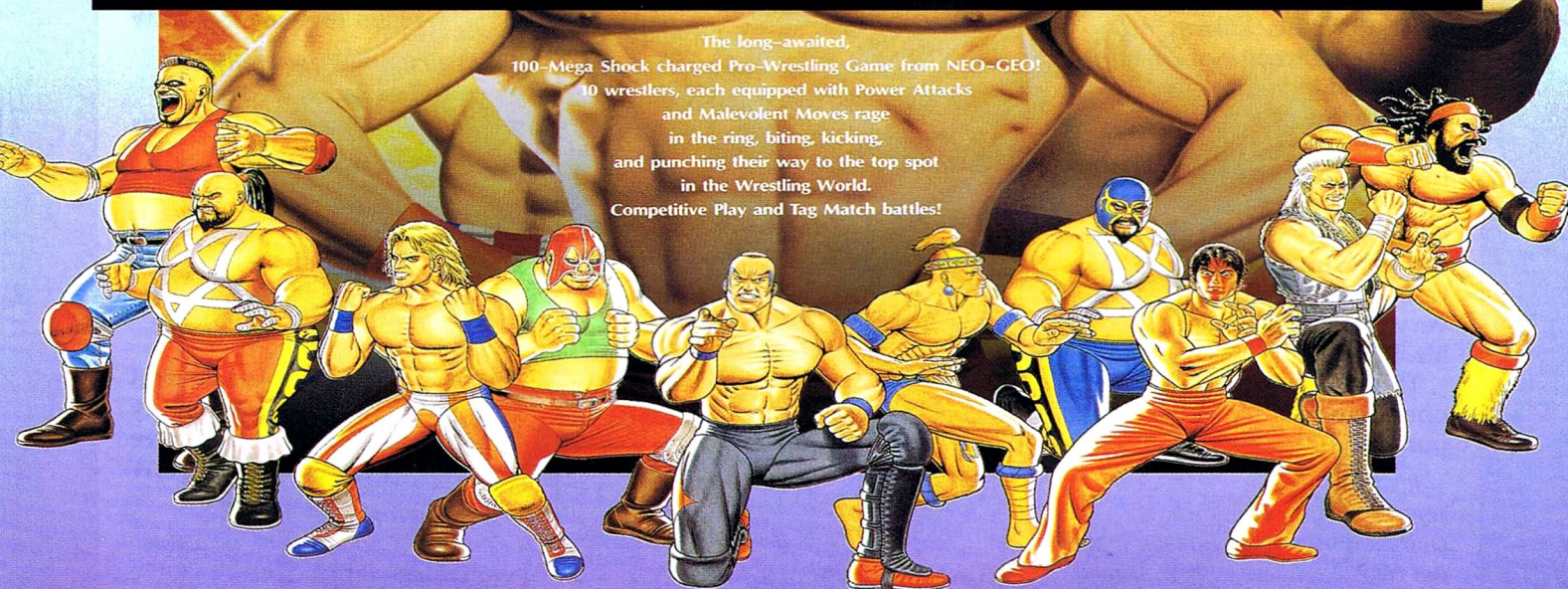


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"NBA JAM" Excites Operators

We have been getting very positive feed-back from operators on the recently released Midway "NBA JAM".

It looks like the results on this game achieved in the United States are well and truly being duplicated here in Australia with some operators reporting takings in excess of \$2,000 p.w.

Most operators are reporting that the game earns significantly more than "Mortal Kombat" did when it was first released which is an excellent endorsement because "Mortal Kombat" was and still is, a top game.

It is refreshing to see a non fighting game in the No 1 position. It would certainly add a lot of support to the image of our industry if we get more sporting orientated games in future.

Mr. Chris Blackman, Marketing Director of Leisure and Allied Industries who operate the Timezone Chain of Leisure Centres, reported that the game had received very strong support in all the company stores. "We featured the game in our Easter School Holiday advertising and got a very positive response," said Mr. Blackman.

The following are a number of operators who have recently purchased the game.

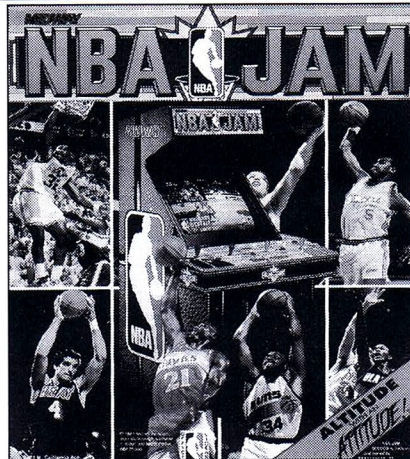
It's not only played by our regular Customers who now switched over from Street Fighter but NBA Jam also attracted new players into the Centre that we haven't seen before.

Julie & Hugh Jennings
Managers Timezone
Southport.

Kids love it, NBA Jam attracts them like bees to the honey pot, there is always a crowd around the Machine, it's good to see that a non violent game is so successful.

Sue & Bernard Inglis
Managers Timezone
Pacific Fair.

We have over 100 top games in our Centre so there is plenty of



variety, but somehow there is always a group of people around this machine waiting to play NBA Jam instead of anything else.

Len Fisher
Manager Timezone
Cavill Mall

The best takings from a dedicated machine since Turtles.

John Malone
Funworks S.A.

It's great to see a non violent blockbuster come along, ideal for a family centre.

John Sanderson
Aladdins Castle S.A.

Without question the best machine in my Centre. When can I get more?

Harry - Tunz of Fun
Entertainment Centre.

The best value video machine on the market by far.

Recommend NBA JAM to all operators

Harris Amusements

I have a Mortal Kombat and NBA JAM installed in the same location. As a comparison NBA is taking \$750 per week whereas the Mortal is averaging \$250. Very happy with the machine.

Scotts Amusements

Nothing short of fantastic. NBA JAM is a winner.

Megazone Entertainment
Centre

Every now and again a game is released that is popular with all age groups. NBA JAM is just that and the weekly income of \$1500 is indicative of its popularity.

David Stormonth

Operations Manager Village
Roadshow Hobart

Congratulations to Midway for releasing a great game that is non violent. NBA JAM in our Victorian Timezones are averaging over \$1000 per week - that's a lot of "Slam Dunks".

Robert Harvie
Victorian Timezone
Operations Manager

This is a hot piece - I'm very happy with NBA JAM and I wish all new games performed this well.

Ricky Raisa
Ricky's Family Fun Centre
Fairfield NSW

Yes, very happy with NBA JAM. I got one when they first came out and soon ordered another two machines.

Michael Hemphill
Marlin Investments NSW

The first one went pretty well for us so I've just picked up another one for a pub site. This is a very strong game.

Sam Torraca
Torraca Amusements
Brookvale NSW

NBA JAM is going very well for us. The kids love the action and it certainly pulls them in.

John Cammareri
The Entrance Family
Amusement Centre
The Entrance NSW

NBA Jam is a text book example of non-violent, non gun related video escapism experience at its' highest level.

Ian Moorehead
Dazzleland Adelaide

Extremely pleased with this product - it took off as soon as we placed them in our centres.

Quentin Laundry
Fun & Games

Top product means top collections.

Tony Currenti - Quasar

Great game - brilliant graphics - excellent takings.

Garry Fitzgerald
United Amusements

No Pinball Panic!

There are a lot of rumours running around the market place that there has been a massive over-supply of pinballs in the Australian market and that the effects on the market place will be devastating. We don't know who has been starting them, but in relation to the possible adverse effects on the market place, they have little relativity to the facts.

There is no denying that there have been some special deals going on pinballs during the last few weeks and in fact, some of the offers are real bargains which operators should take advantage of.

It is commonsense that no distributor is going to offer special deals on pinballs unless they have to however in order to understand why this is happening, we have to examine the reasons behind it.

The major pinball supplier in the Australian market is Bally/Williams. In 1992, they released a total of 5 models between them so the demand for each individual model was exceptionally high. Because their production runs on each individual model was so high, their R & D Department was producing new models at a faster rate than the factory could manufacture. Consequently, there was a bottle-neck of new models in the pipeline. So now, in 1993, the production runs of each individual model are much shorter with lesser quantities being produced.

During the first four months of 1993, Williams/Bally have released four new models which at that rate, could mean 12 models for the year, more than double last year's production.

Obviously, the market is not going to suddenly accept double the number of machines so the production levels on each individual model, will obviously reduce.

At the end of the year, it may well be that the total number of pinballs sold will be greater than 1992 even though there may be substantially less of each individual model.

There could be some real benefits for the operator in the increased number of models. Firstly, it provides a more variety. Secondly, with less quantities of each model in the market place, it may add to earnings longevity and resale value.

Traditionally, pinballs continue to sell until the next model is released. A distributor must make a judgement as to how many of a particular model they may sell prior to that model being superseded. It may well be that there have been some errors of judgement in this area due to new models being released at a faster rate than some distributors anticipated.

If there is a surplus of stock on some model pinballs, than operators should take advantage of any deals on offer. The last thing operators should do is concern themselves about the future of pinballs. They have been around for the last 60 years and they will be around for the next 60 years. The young teenagers of today are showing just as much interest in pinball as the previous generation who are now supporting pinballs in pubs, clubs and licensed premises. □



LATE NEWS FLASH

Microsystem Controls Pty Ltd has appointed Leisure & Allied Industries to exclusively distribute its range of Microcoin electronic validators to the Australian and New Zealand Amusement Industry.

LAI, with a major share of the Australian Amusement market and an extensive sales and support organisation, will handle the domestic demand for the Microcoin products whilst MSC concentrates on developing its strategic international markets.

This appointment is a major step in Microsystem Controls' strategy towards establishing a strong network of support and service for its products both locally and internationally.

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Australia Takes on the World!

The countdown is on for the Third Annual International Flipper Pinball Association (IFPA) World Pinball Championships to be held in Milwaukee, USA on the 21st, 22nd and 23rd May, 1993. The competition is set to attract the best players from around the world including Canada, France, Japan, Mexico, The Netherlands and the United Kingdom. Australia will be represented for the first time by The Timezone National Pinball Champion, Scot Joseph.

The title is the highest accolade in the pinball world and is currently held by David "Hurricane" Hegge from the United States. David Hegge was brought out to Australia to launch The Timezone National Pinball Championships, the biggest pinball competition in the world. He also challenged players from "down under" to try and beat him. Australian Champion Scot Joseph looks set to take the title from him in the "Pin Master" division.

With only a few weeks left until the Timezone National Pinball Champion leaves to make his mark on the world, flippers at Timezones on the Gold Coast are working frantically. Scot Joseph has been in training since he took out this title in Sydney last November. For six hours a day, Scot has been perfecting those skills that has made him a champion.

Scot Joseph is 28 years old and has been playing pinball for 20 years! Scot enjoys the challenge of the Pinball machine and aspires to be a legendary "Pinball Wizard". David "Hurricane" Hegge's tour of Australia inspired him to aim for the World Title. A dedicated athlete, Scot believes his fitness and concentration gave him the edge at both the State and National finals. He will undoubtedly call upon this focus during the pressures of the World Championships.

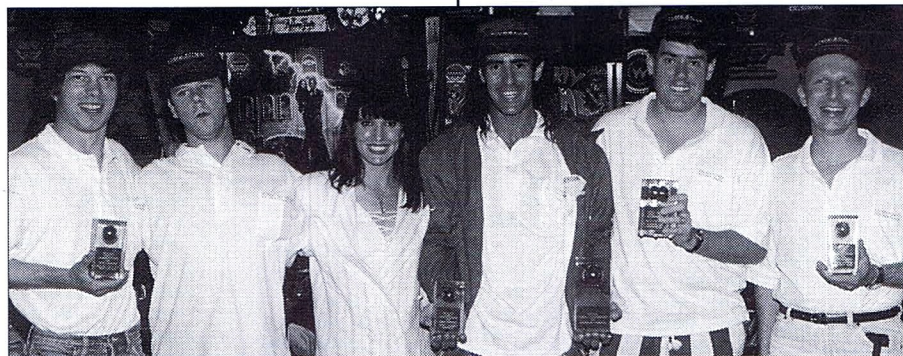


Pictured left to right :- Robert Mackintosh, Vic. Champion (2nd place), Scot Joseph, Qld and National Champion and David Craine, NSW Champion on the winning dias at The Finals of The Timezone National Pinball Championships held in Sydney.

The tournament assembles the greatest number of players and new games under the one roof. Players of all levels are invited to participate in the tournament. The competition is broken up into the following divisions; "Pinball Mania" open division open for players of all skill levels, Women's Division, The Celebration of Pinball,

David "Hurricane" Hegge and Timezone National Pinball Champion, Scot Joseph will cast aside their differences to form a formidable doubles combination for the team event.

In the Pin Masters Division, four different machines will be used in the competition. To reduce the added advantage a specialist player has, the



Pictured left to right :- Dallas Carroll, SA Champion, Robert Mackintosh, Vic Champion, Kelly Hall, Penthouse Pet, Scot Joseph, Qld and National Champion, Philip Sanders, WA Champion and David Craine, NSW Champion.

Youth and Manufacturer's division, teams and singles and the Pin Masters Division. There is also a fundraising competition to benefit the Midwest Athletes Against Childhood Cancer (MACC FUND) and fun events including Single Flipper Doubles, High Single Ball and the Crossed Hands Contest.

Current World Champion,

players will be playing on unfamiliar machines and these will be decided at the competition. The designers of the games will be on hand to advise the players on the scoring methods of these new machines. Williams/Bally, Premier Technology and Data East will provide their newest machines for the pinball challenge.



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A Star is Born!

David "Hurricane" Hegge caused quite a stir in the media during his visit to Australia to launch The Timezone National Pinball Championships last October. David attracted television, radio and newspapers in each city he visited. National coverage was gained when he appeared on The Midday Show with Ray Martin and Tonight Live with Steve Vizard and also in The Australian Newspaper.

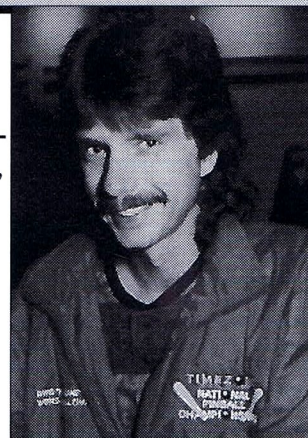
Scot Joseph, Australia's National Pinball Champion will also become a media sensation. Markson Sparks! Publicity and Promotions Agency were the agency engaged by Timezone to handle all PR activities for the Inaugural Timezone National Pinball Championships and they will be handling Scot's departure. Max Markson, Managing Director, says that "Scot's win caused a lot of interest in the media last year. As with any Australian champion,

Scot's entrance into the world arena is of interest to the public."

Mr Markson told Leisure Line that news releases will be written and sent to every media organisation in the country. From this a general awareness and interest in The Timezone National Pinball Champion will result. Markson Sparks! will also approach television shows like Tonight Live with Steve Vizard, The Midday Show with Ray Martin, The Big Breakfast and Real Life to have Scot Joseph on to demonstrate his pinball skill and talk about his upcoming trip to the World Titles. Radio and newspaper interviews will be set up nationally. Local press will be targeted to run stories about Scot in his home town of The Gold Coast.

A press conference will be organised prior to Scot's departure. At the conference media including metro-politan

television, newspapers and radio will be invited to witness his skills and challenge



Australia's premier pinball player.

Should Scot secure the World Champion Title, another full media schedule will be set up involving interviews on the television, radio and in the press. This should make The Timezone National Pinball Champion as big as his American counterpart, David "Hurricane" Hegge! Everyone in the Australian coin-op industry wishes Scot Joseph every success in the World Championship. □

Capcom for Pinballs?

Capcom USA recently employed Shelly Sax as an Administrative Assistant. Ms. Sax was previously in-charge of administration at Data East Pinball and despite claims by Capcom Vice President, Jeff Walker, that Ms. Sax's appointment in any way suggests that Capcom is considering entering into pinball manufacturing, there are still strong rumours to the contrary.

It is known that Capcom desires to consolidate it's position in the U.S. market and there are a number of unconfirmed rumours that Capcom have been negotiating with Premier Technology to purchase their Gottlieb pinball manufacturing business.

Recently, Capcom licensed Premier to produce a pinball called "Street Fighter II". There are rumours also that Capcom has had talks with fledgling pinball manufacturer A.G. & Co. headed by Industry veteran Alvin Gottlieb.



If Capcom do decide to enter the pinball business, let's hope

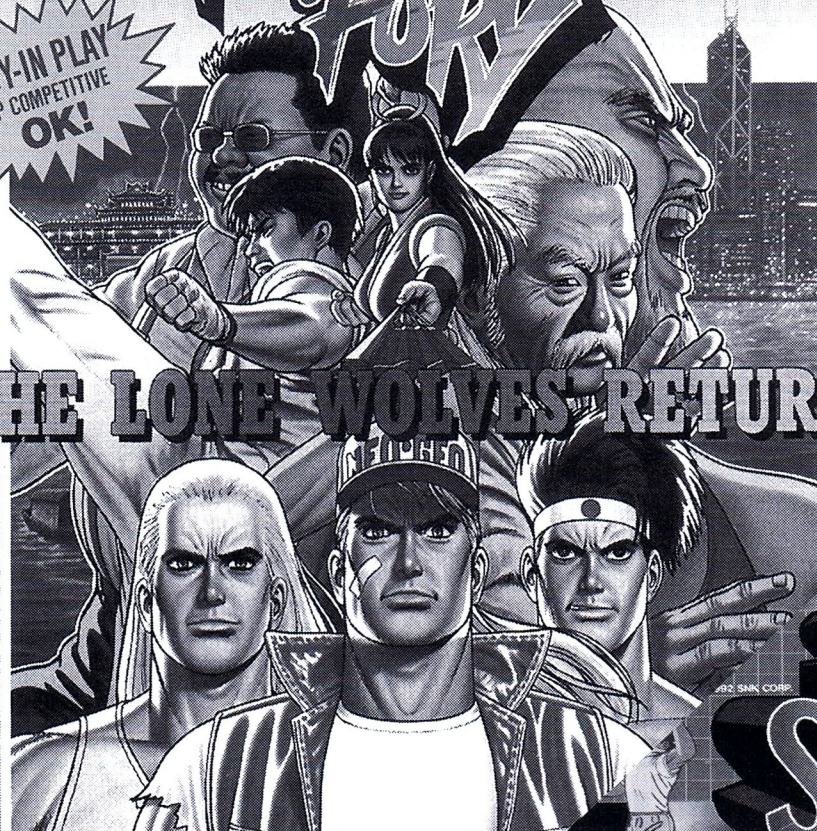
their pinballs are as good as their video product. □

FATAL FURY 2

FATAL FURY 2
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BUY-IN PLAY
2P COMPETITIVE
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THE LONE WOLVES RETURN!

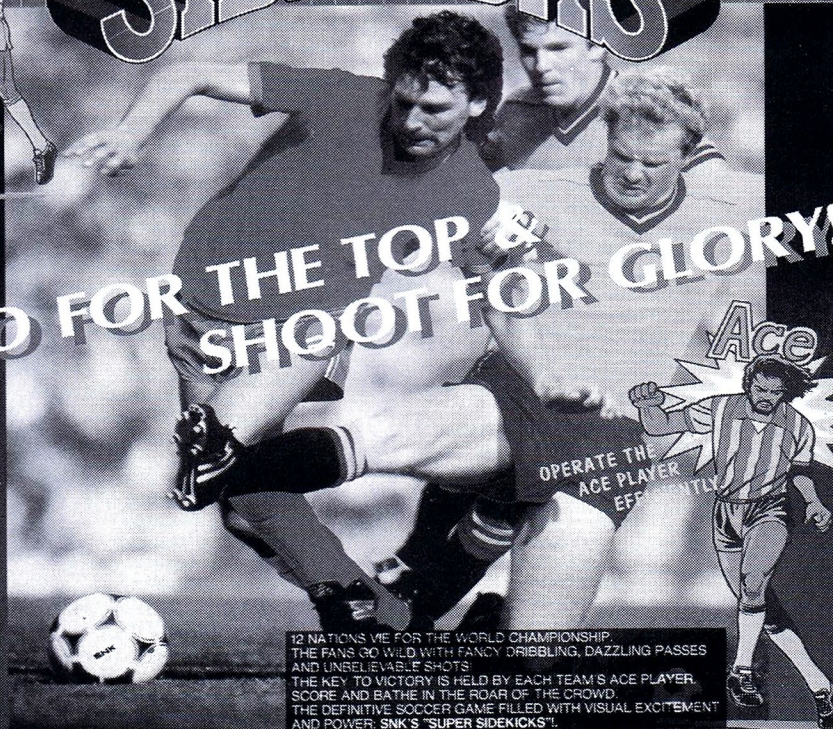


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Regulate or be Regulated

The Industry is becoming increasingly concerned about the possible intervention of Government Censorship in our Industry.

There have been a number of media reports recently about the violence level in video games. Channel 7 Current Affairs programme "Real Life" televised a report where a Sydney psychologist claimed that the playing of shooting games like "Mad Dog McCree" and "Lethal Enforcer" incited young people to go out and shoot other people using real guns.

Any normal intelligent person would reject such a scenario believing that everyone who plays amusement games knows the difference between fantasy and reality. It is no different to playing cops and robbers or cowboys and indians as a kid. Independent market research shows that even infant children can tell the difference between fantasy and reality.

Unfortunately, "perception" is "reality" and regardless of whether the Sydney psychologist is right or wrong, the public is developing a perception that violence in video games is detrimental towards young people.

So far, most of the media attack seems to be concentrated on home computer games but coin-op games are also getting their fair share of attention.

A recent newspaper story by journalist Craig Henderson entitled "Computer Violence - Call in the Censor" presented a strong argument as to why video games should be censored. He gave examples of games which portray sex, atrocities, pornography and violence when conducting an interview with Kevin Bermeister, the Managing Director of Sega Ozi Soft in Australia. Mr. Bermeister defended the games

by saying that "violence is a part of our society, I think we all accept that. I would much rather see kids beating up fictitious characters on a computer screen than beating real people up in the street. I think computer game violence provides an outlet for kids - its a stress release".

According to the report from Craig Henderson, players agree that games with the most blood and guts are the most popular. He quoted Craig Oakley, a 15 year old from Paddington saying "violence is a major drawcard for young enthusiasts. If they had a game where you run around and pick up flowers, no one would play it, would they?"

Another teenager, Matthew Daley, 14 also from Paddington was quoted as saying "the better the graphics a machine boasts, the more people that will play it. The best graphics are always found on the violent games".

Mr. Bermeister said "children were better equipped than adults to separate the fantasy of a computer game from the reality of a violent world. Kids see the games as a self-challenge, they know it is not a realistic situation - they are simply testing their skills against a computer. The violence is just a visual aspect of that challenge.

Mr. Bermeister believes that games will be classified eventually. But classification is not as simple as stamping "M" or "R" on game cartridges or on the side of leisure centre machines.

David Haines, Deputy Chief Censor for the Film Classification Board said if classification was introduced, it would probably follow the criteria already set down for published material.

There are three categories for publication - Unregistered, Category 1 and Category 2.

Category 1 covers magazines such as "Playboy" and "Penthouse" while Category 2 magazines must be sold in sealed covers only to people over the age of 18.

Publishers are not required by Law to have their material classified by the Film Classification Board but most do it as a matter of precaution, said David Haines.

Mr. Ashley Goldsworthy, Chief Executive of the Australian Computer Society is appalled by the concept of classified computer games.

"I would hope that we could produce computer games that had an element of skill and required more sophisticated thought processes than just choosing between a lump of wood or chain to batter an opponent to death" Mr. Goldsworthy said.

"Classifying games as we do with movies is not the answer - the answer is regulating the games available to our young".

Perhaps the amusement game industry and its associations should listen carefully to what Mr. Goldsworthy has to say. If we don't start regulating the type of games that we place in leisure centres and street locations, we may well find that the government will start doing it for us.

Queensland is currently the only State where games are regulated. Before any new game can be released into the Queensland market, it must be approved by the government authorities. The distributor must pay a \$25 fee for government inspectors to check the game through and decide whether it will be accepted. Many distributors

Continued over.....

Regulate or be Regulated cont...

are ignoring this requirement and releasing games which are not approved by the government authority. It is also difficult to police the approval system when games are purchased by operators from interstate. It is feared that the Queensland authority may be

becoming frustrated in their attempts to regulate the industry and more severe controls may be enforced.

The community is sending a very clear signal via the media that they want regulation of video games. The Queensland

AMOA are frustrated with the level of government intervention in that State and will no doubt recommend that other States start selfregulating their own industry before the government steps in as it has in Queensland.

□

Letter to the Editor

Dear Sir,

Our Association is most concerned about some recently released video game boards with a heavy emphasis on violence.

These have resulted in becoming the source of complaints and criticisms by community leaders and observers as in the article "Pledge on X-Rated Video Games" published in the March edition of Leisure Line.

It is the firm view of this Association that our industry must self-regulate itself to maintain a reasonable and contemporary level of decency and propriety in it's games which are presented to the public for their use.

Thus we strongly urge that games such as those that are referred to in this article should not be released into the commercial market.

We therefore appeal to all game board manufacturers to exercise caution and restraint in their selection of themes for future games.

Otherwise, the much less desirable option of legislated controls may be forced upon us.

Yours sincerely,
FA Sebastyan
PRESIDENT
AMOA (SA)

□

N.Y. Cops Bust Million Dollar Game Grabbers

Reprinted from American Replay Magazine

For the past 18 months RePlay has reported a rash of thefts where crooks steal whole games right off locations—sometimes at gunpoint. It's happened in California, the Midwest and especially the North east. Finally there's been a break in the case. The New York Post reported city detectives broke into a Bronx hideout of an Uzi-toting gang on Jan. 28. Arrests were made and police recovered at least one jukebox from the scene. Up to eight men were involved in this particular gang, sources said. Names and details about the suspects were not released. However, in recent months various sources have told

RePlay that Vietnamese gangs are apparently involved in the California and Midwest crimes, while Jamaican gangs are suspected in East Coast heists. Unidentified industry members told the Post that in the past three months alone, this Bronx gang stole at least 50 jukeboxes and 300 video games worth \$1.5 million. The gang staged daylight raids seven days a week. The Post said the stolen equipment is usually sold to "small food stores, bodegas and other bars and restaurants at a bargain-basement price." However, some sources speculated that much of the stolen equipment was shipped overseas. Police traced stolen



machines back to a food market on 151st St. at Cortlandt Ave. in the Melrose section of the Bronx, said the paper, then staked out the store after being alerted to another robbery. When the bad guys showed up and went inside, detectives raided it and made the arrests. Congratulations to Det. Michael Hines, Det. Laurie Tuminello, Det. Tom Reilly and Sgt. Vincent Mazziotti for their outstanding work.

□

Centring on SEX

by : John Robeille
of Intrix Pty Ltd

I was in conversation with a Sydney operator, Ted, early last year and he spoke of a game he had that was taking money. It was called Gals Panic and the theme was sex! Now, I do not regard myself as a pervert but I could not resist asking the obvious — How much do you see? Answer - Well, you don't see anything, but it is good, you do see quite a lot!

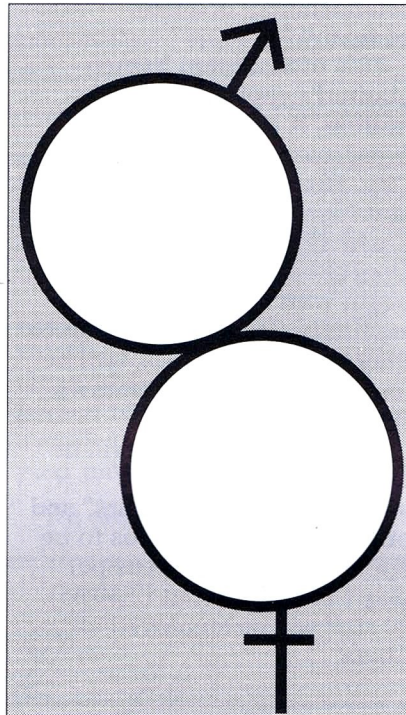
I thought about that game for some time. I have a modern Leisure Centre which is trendy without being flash and it has a certain atmosphere that is appealing to young people. It is squeaky clean. Although Mums, Dads and school children are an important part of my clientele, I recognise that my market is mainly what I term wallets and purses, that is young working people with leisure money to spend. Should I buy this game or not? If it turns someone on then it is sure to turn another off! The last thing a Leisure Centre needs is bad P R.

I spoke to a friendly distributor. Yes, he had one left. It was on site and had taken heaps and heaps, and he would let me have it for a bargain price. No, don't worry about nudity because there is a dip switch setting that can alter what you actually see.

Wow! Was my brain thinking of dollar signs or scantily clad ladies? I must admit it was both. I was smiling. I told my wife and I stopped smiling.

Anyway, where there's a will there's a way. I spoke to my friend, Colin, a local operator who had hotels and clubs among his locations and told him about this sexy game. The deal I proposed to him was that if I bought this game and it turned out to be too hot for me to handle and I had to drop it, would he be prepared to pick it up? Now Colin is a devout Christian and he did not want

me to lose any money, so he immediately agreed, and he began to smile.



So I bought Gals Panic and put it in my Leisure Centre, and I played it. I fiddled with the tit switches — sorry, I adjusted the dip switches. I was brave— maximum settings! Then I sat back and watched. And the game was played, and coins kept dropping into the cash box.

Colin came in every day, usually in the slack periods so I could clock him up a few credits on this new game. But he was very concerned about the image of my Leisure Centre and kept asking when he could take this game off my hands. He did not want me to get into wranglings with the local dogooders.

I did not fancy that sort of predicament either, but the coins kept filling the cash box. I was in a moral dilemma, I am an honest, upright businessman and this game was featuring ladies in various stages of dress. No, I am honest - various stages of undress.

After two weeks Colin could wait no longer for me to be swayed by morals. He knew what the game was taking so he went off and bought his own!

Gals Panic remained in my Leisure Centre for about eight months before it died off. So what is the moral to this story?

Seriously, I am suggesting that in any modern leisure centre there is no good reason why games of the theme and quality of Gals Panic should not be used.

Whilst initially I was, a little apprehensive, after objective thought I now have no hesitation in having such games in my Leisure Centre. I have never had any complaint or adverse comments, nor have I noticed any untoward reaction. There is nothing obscene, suggestive or immoral in the presentation of such games.

I can think of many instances where we are exposed, even unexpectedly, to the female body in some form of seductive pose. Advertising, films and television would be good examples. A stroll along the beach in summer and you see it not only in 3D but in the flesh!

In this industry we are very conscious of the possibility of public disapproval and I wonder if that is why we refer to sexy type games as being suitable for adult locations only? I feel that such an attitude is a bit old hat and perhaps a carryover from a generation past. Discretion should always be shown in assessing whether each individual game of a sexy type is suitable for a particular leisure centre but gentlemen, and ladies, we are in the 1990's!

There are several follow-ups to this true tale:

Continued over.....

Namco Set Up Joint Venture in Shanghai

Namco Limited, Tokyo, has established "Shanghai Namco Limited" as a joint venture with Shanghai Amusement & Culture Enterprises Company (managing director: Shu Ke) of the Shanghai City Bureau. The new company will run a game arcade and manufacturing facility in Shanghai from May.

This was announced at a press conference held by representatives of Namco and the Shanghai municipal authorities on February 15 in Tokyo. Last year, Namco held negotiations with the Shanghai municipal authorities and reached agreement on the establishment of a joint venture company on December 8. On February 8, Shanghai City officially authorized the

establishment of a new company.

70% of Shanghai Namco Limited's capital, US\$1.35 million, is to be invested by Namco and 30% by Shanghai City. Shu Ke becomes chairman and Namco's director Yoshitake Yamauchi president. Operation of the factory will begin with coin-op game assembly. The arcade, "Namco Play World" (600 m²), will be located in a busy down-town street.

"Namco Play World" will be equipped with 88 games including "Suzuka 8 Hours" and other new Namco videos to be operated at 1 or 2 tokens per play (1 token - about US\$0.35). 20 staff will be employed in China.

According to Namco, the average yearly income of Shanghai residents is US\$1,000. However, as they do not have any housing, educational, medical and other expenses, they enjoy a considerable amount of disposable income. Shanghai is a major city with a population of 16 million and there exists, therefore, a great potential demand for amusement facilities. Up until now, the city has had no game arcades and therefore "Namco Play World" is expected to be extremely popular. US\$1 million of operation income is expected in the first year. Namco intends to increase the number of arcades in Shanghai to 10 within the next three years. □

Centring on Sex cont...

1. Colin was never able to get his Gals Panic to work. He tried all his hotel and club locations and, after about four months, gave up in disbelief and sold the game for about two thirds of what he had originally paid. He then told me he was very pleased - by not owning such a game he was not compromising his Christian beliefs!

2. In June last year I was invited to provide machines for the bar area of the local university. After due deliberation Gals Panic, which I had not used for several months was the game I decided upon for the first try I put it on \$1 one play, \$2 three plays. It flew! It even outdone the Streetfighters in my Leisure Centre!

However, it lasted just one month!

A feminist group within the uni had, in their judgement,

determined that Gals Panic was too sexist for the good of those on campus.

Their view was that the game reinforced the male standard that the female body was only to be seen as a symbol of sexual desire.

I believe their ideology may have some merit but I also believe their stance is not going to alter the nature of man. My counter that an alternative game would probably be based on fighting, involving physical harm between both male and female, did not seem to concern their academic reasoning. Killing, maiming or injuring, in fantasy, was okay — having thoughts of sexual admiration, male toward female, also in fantasy, was out. The group threatened that some harm may happen to the game machine. I felt some form of

mans panic - I pulled Gals Panic out.

3. By August I had decided to put several games of a sexy nature into my Leisure Centre. Gals Panic returned, together with Splash and Puzznic. After three weeks I loaned Gals Panic to a friend and replaced it with Gun Dealer. Gals Panic is not for sale — after all she has done for me, how could I? I suppose that you are now wondering how they are performing. Very good. I do not expect long lives but there will always be sexy games in my Leisure Centre. And here come the punch line they are all set on \$1 one play, \$2 three plays.

4. Colin is a Christian, but he also a good bloke. I showed him a draft of this article, hopefully seeking his approval. I wager he chuckled longer than you did! □

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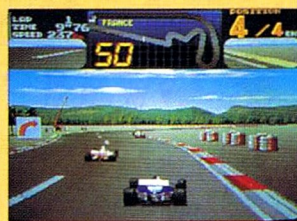
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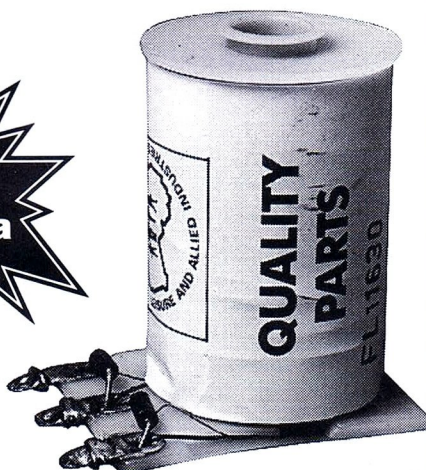
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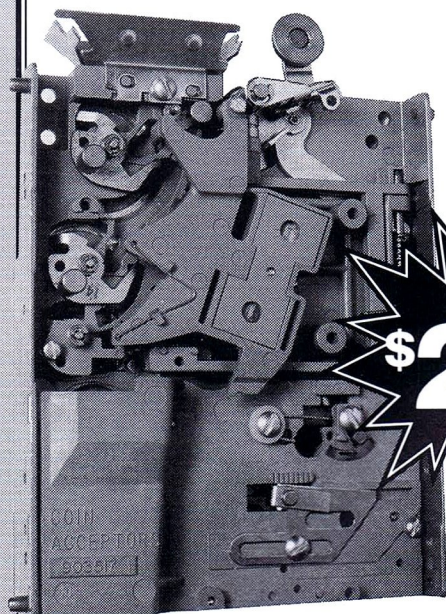
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Pinball Wizards, Parlour Warlocks

Reprinted courtesy of Deborah Cameron, Sydney Morning Herald

A social worker tells a story about the day he went to a Marrickville milkbar and was mistaken for a pinball machine mechanic. The manager of the shop was leaning on the counter and the social worker, a trained listener, just stood and let him ramble.

"He told me that he pulls in \$1,000 a week from each machine," the social worker said.

"He had four machines and, as well, he was pulling in \$500 per week from two pool tables. That's \$5,000 a week coming in mainly from young people - it was 9 o'clock in the morning and there were 13 kids there."

It worried him.

Hypnotic games, crashing noise and surly kids are awful enough taken singly. In combination, they're murder.

And that's why pinball parlours get such a cool reception from police, school principals and municipal councils.

The operators of electronic games arcades defend themselves, arguing that the parlours are responsibly run. But parlour opponents associate them with crime, drugs and delinquency.

The debate was aired recently in the Land and Environment Court in a town planning dispute that flared over separate applications to open large pinball parlours - one in Marrickville and the other in Moss Vale. Both municipalities had rejected the plans and faced appeals.

The court's judgement was that to open a games parlour in Marrickville would "be equivalent to dowsing a smouldering bushfire with a liberal quantity of petrol". It would aggravate a situation that, the judgement said, already bordered on anarchy.

For Moss Vale, the court decided that a pinball parlour

wasn't such a bad thing and that it might be beneficial in a town where kids complained of boredom.

But the truth is that there are a lot more bored kids in Marrickville than in Moss Vale. There are also more police in Marrickville to take care of any problems. And in the end, kids do what they want anyway, especially if it's as easy as taking a bus to the next suburb.

The broader and more interesting question is: how can something be simultaneously toxic and harmless?

For one, kids tend to cause more trouble when they're in groups and a pinball parlour can become a convenient rallying point.

A report published by the Australian Institute of Criminology in 1990 cited British research which found that the incidence of vandalism rose in areas where there were large numbers of children. Critical mass was reached at about 20 children.

A pinball parlour in Moss Vale is less likely to be a problem than one in Marrickville for simple reasons of population density.

A crucial and almost uncontested assumption in the debate over video arcades is that where there is a background of criminal behaviour, as there is in many city suburbs, the presence of a video parlour will tend to add to it. But in a rural town where crime is low and everyone knows everyone, a parlour will be a benign influence.

Even accepting that assumption and adding to it the population differences, it's hard to figure how city councils wise enough to grapple with the complexities of rate amendments and fire safety by-laws, can throw their hands up over kids' games.

Certainly it appears that the video game industry is prosperous enough to cope with the added cost of planning controls that would satisfy both the leisure demands of kids and the natural concerns of parents and police.

Without exception, the loudest opponents of games arcades and electronic pinball machines are adults, survivors of an age when jumping a marker around a Snakes and Ladders grid was a darn big thrill.

They don't play video games, don't understand them and see them as a threat. Whether they are or aren't is arguable. But how can a shoot-em-up video game be more detrimental than say a game of cowboys and indians in which, amid screams, one side pretends to hack the other to death with tomahawks?

The case against video games is supported by experts, such as the University of Miami academic Professor Eugene Provenzo, who conclude that they are violent, sexist and racist. Professor Provenzo urges parents to pressure games manufacturers such as Nintendo to change the format of their games.

"The ultimate object of virtually all video games is survival," said Professor Provenzo. "One must shoot or be shot, consume or be consumed, fight or lose."

But a senior lecturer in computing at Griffith University in Queensland, Mr Tom Forester, has argued that people should be sensible about the impact of video games.

"Today's video game addict who spends a few hours crunching and splatting people on screen won't necessarily go out into the real world and start crunching and splatting people in the street," Mr Forester said.



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25th, 26th 27th November - National Trade Show and Convention AMOA SA

The AMOA SA are in the throes of organising a super National Trade Show and Convention to be held at the Exhibition Hall and Adelaide Convention Centre. The event, which is to be held over three days, boasts non-stop activities and seminars for visitors.

Day one kicks off with entertainment for handicapped and underprivileged children and a cocktail party at 6 p.m. followed by the official opening of the machine display.

Day two commences at 8 a.m. with a working breakfast with a guest speaker followed by the NAMOA Annual General Meeting at 9. A range of events right through the second day with a free beer and barbie lunch culminating with pre dinner drinks at 6.30 p.m. and the Gala dinner at 7.30 which South Australian Association

President Frank Sebastyan has promised "to be the best entertainment in the world".

Day three is a recreation day of golf at Belair and other sightseeing attractions.

The Committee is going all out to organise a great Show and Convention and deserve the full support from the Industry. So remember the 25th, 26th and 27th November

3 DAY AGENDA

Day 1: Pre-opening

entertainment for handicapped & underprivileged children.

Official opening of machine display at 7pm, preceded by a cocktail party at 6pm.

Day 2: 8am Working breakfast with guest speaker
9am NAMOA Annual General Meeting

10.30 Pinball Workshop
11.30 Seminar - How to overcome Site Jumping
12.30 Free Beer and Barbie Lunch
1pm Machine display opens
3pm Jukebox Workshop
6.30 Pre-dinner Drinks
7.30 Gala Dinner
Day 3: 10.30 Golf day at Belair and special outings will be on offer to delegates e.g. Visits to the Barossa, the Adelaide Gaol, discounts at leading department stores, the best entertainment in the world!! etc. etc.



Japanese Trade Show Growing

The AOU (Amusement Operators Union) show was last held in Japan on February 16th - 17th. The AOU is the equivalent of the AMOA in Australia and the United States and represents the operators of Japan. The Association is so large and strong in Japan that it is broken up into 43 geographical areas which form Quasi-Independent Associations and one representative is elected from each geographical area to serve on the AOU Board.

For the last 20 years or more, the AOU has held its own

exhibition for the benefit of those within the Japanese amusement industry.

Over the past decade, as Japan's major manufacturers have become both larger and more internationalised, so has the AOU expanded in size and scope. At this year's show, a total of 27,854 people passed through the gates on both days. A total of 59 companies were represented in 996 booths, spread out over halls four and five at the Makahari Messe Convention Centre which is located midway between

downtown Tokyo and the main international airport.

At the opening ceremony, Sega's Chairman Hayao Nakayama remarked that the timing of the AOU Show falling between the IMA - ATEI Shows in Europe and the ACME Show in America was ideal.

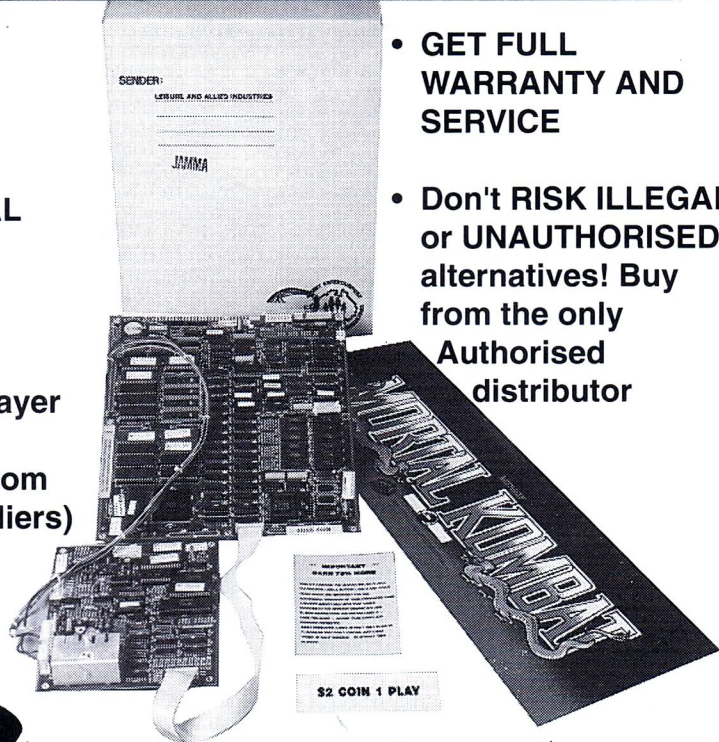
The growth of the AOU Show in Japan as well as other Trade Shows both in Japan and other countries, is a clear indication of the strong interest in our Industry worldwide.



MORTAL KOMBAT™



- Buy the only ORIGINAL AUTHORISED KIT at Competitive Prices
- Get Full Original Graphice and Player Instructions (Not legal from other suppliers)



• GET FULL WARRANTY AND SERVICE

• Don't RISK ILLEGAL or UNAUTHORISED alternatives! Buy from the only Authorised distributor

Competitive Prices

AVAILABLE NOW

MEANS MAJOR KOINAGE

With more powerful characters, more secret moves, more depth, more control and the most advanced digitised graphics around - this video is worth fighting for!

MORTAL KOMBAT challenges 1 or 2 players with the ultimate martial arts experience...on a secluded island, seven elite fighters have gathered to test their deadly skills.

Each competes with an arsenal of secret moves and powers as they battle each other, the 4-armed mutant warrior Goro and finally, **Shang-Tsung the supreme opponent.**

Featuring a dazzling display of digitised graphics, multi-planar backdrops and a pulse-pounding soundtrack, **MORTAL KOMBAT** also includes a violence control dipswitch, efficient diagnostics, and easy bookkeeping.

For the most realistic chop-em-up challenge yet, it's **MORTAL KOMBAT**. *The competition will bow in submission.*

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the Industry - Don't
believe us, operators
throughout Australia
will agree.**

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Matsushita to Release VR Devices

Matsushita Electric Industrial Co. Ltd., better known overseas through the Panasonic, National, and Technics names, has developed the first virtual reality devices for the exercise machine industry. They are scheduled to go on the market towards the end of this year. The company has developed two machines. The first is the "Relaxation and Refreshment Chair." Complete with an LCD-equipped headset, the chair-plus-head gear-unit is intended to relieve muscle stress, eye strain, and overworked hearing. The headset is equipped with a biosensor that detects the brain's alpha waves, which are emitted when the body starts to relax, and controls the 3D images, the massage variations, and the sound in accordance with the user's needs. The unit

will sell for Y1,300,000 (\$15,250).

The second product is an exercise cycle device which uses a fixed bicycle and computer graphics to create a

simulated cycling world. The computer images shift when the rider turns the handle and in accordance with pedalling speed. The pedals become heavier if a slope appears on the screen. The distance cycled and the number of calories burned off are relayed in a voice message, and it is also possible to record each performance and check improvement. The machine is currently being tested, and costs upwards of Y10 million (\$125,000). However, the company is hoping to bring down the cost and add extra functions before release, so it will not be actually available for another one to two years. The product is targeted at the commercial market, including corporate and public fitness centres. Both machines were developed at the Gifu University Regional Joint Research Centre. □



Virtual cycling for some virtual exercise.

Epileptic Fits Spark Inquiry

Claims in British newspapers that playing consumer video games sparked off epileptic fits have resulted in an inquiry being ordered by the Ministry of Trade and Commerce in the UK and a similar inquiry in Japan where the Ministry for Health and Welfare has set up an investigative commission which includes a team of medical experts.

One expert in Japan

commented that any type of continuous flickering could spark off an epileptic fit in people who have previously suffered from this problem. But he added that fits could just as easily be caused by the flickering of such devices as traffic signals, as video games.

Because of previous Sega/Nintendo consumer games exported to Europe and the US have included the disclaimer:

"Though extremely rare, some cases of epileptic fits being triggered by the on-screen flicker have been reported. In view of this fact, people who have suffered these symptoms in the past should consult a doctor before using this game."

Compensation claims have been brought against Nintendo and other companies. □

**IT'S THE GAMES THAT LAI REJECT, THAT MAKES
LAI GAMES THE BEST!!**

Victorian Association Gets into Gear

The Council of Accredited Amusement Operators (CAAO) has become decidedly more active and aggressive in recent months with a big push for new members.

In a recent newsletter published by CAAO, Director Felix Sajn expressed surprise as to why some operators were hesitant to join their local association. He said that he would be very grateful if there is any operator that can explain why there isn't a need to join an association which is a benefit to the operator's business.

Obviously, Mr. Sajn has a valid point to argue. The cost of belonging to an association is minimal compared to the benefits involved. As a united body, operators can do a lot to improve the future direction of our Industry. Not only should operators be members of their local association, they should actively participate by regularly attending meetings and ensuring that the executives of the association are properly representing their best interests.

CAAO Chairman, Thomas Davenport reported that the increase in membership was no doubt due to the promotion and hard work being put in by CAAO supporters. A new membership subcommittee has been elected as well as a new trade show subcommittee. In both cases, there is "action" occurring and we look forward to setting up a sizzling pace for other State

Operators Associations to follow, said Davenport.

Mr. Davenport welcomed the fact that the fear of GST had now been removed from our Industry but directed operator's attention to the fact that our games still attract 30% Sales Tax which is an issue that should be addressed by Associations nationally.

CAAO is also concerned about the number of machine thefts and recently invited senior police officer Steve Newitt to attend an association meeting. Mr. Newitt voiced his concern about the alarming number of machine thefts and urged members who have had machines stolen or broken into to pass the information on to the Gaming and Vice Squad as well as their local police station. Early notification can lead to the recovery of machines or PCBs.

It seems that stolen machines are being either stripped down and the parts used in rebuilt cabinets and were sold off interstate. Cheap machines and PCBs may sound like a real bargain but if you are not buying them from someone you know and you do not get proper documentation including a receipt to verify that the sale is legitimate, you are always running the risk that you may be buying a stolen machine.

TRADE SHOW

CAAO has announced that the next Melbourne Trade Show will

be held June 17th - 18th at the Moonee Valley Race Course. Yes, its on again and CAAO has decided that after the success of their November Show, the event will be held annually in future.

The Committee selected June as an ideal date because it does not conflict with the Queensland and National Trade Shows being held later in the year and will also give distributors ample time to import product from the recent ACME Show in Las Vegas USA. CAAO also believes that making it a two day event will give more operators the opportunity to attend.

This year's show will feature many added attractions apart from the excellent range of product line-up. One special attraction will be a lottery with the first prize being a trip to Anaheim USA to attend the AMOA American Trade Show in October this year. The prize will include airfares and accommodation.

It is good to see CAAO becoming so active and the Committee putting in a lot of good effort to improve conditions and opportunities within the Industry. We recommend that operators nationally support their local association and try and look at membership fees as an investment in the future for their business.



Jaleco and Konami Announce Resignations

In two major shake ups, Jaleco and Konami have announced key personnel changes. Jaleco U.S.A., a subsidiary of Jaleco Ltd., announced that President Howard Rubin had resigned effective Dec. 31st, 1992, and was being replaced by Mr. Shinichi Ikawa, who assumed

the post on Feb. 1st. Mr. Rubin was reportedly more interested in pursuing private interests and this lead to his decision to resign.

Konami, in a continuing effort to reorganize its European operations, has relieved Mr. Richard Dunn of his position as president of Konami U.K.

Although details were not available as of press time, one source close to Konami said that the parting was not amicable. It was later reported that Mr. Dunn intends to sue Konami and that his replacement will be Mr. Koichiro Beppu of Konami's Japan headquarters.



IT'S ABOUT TIME



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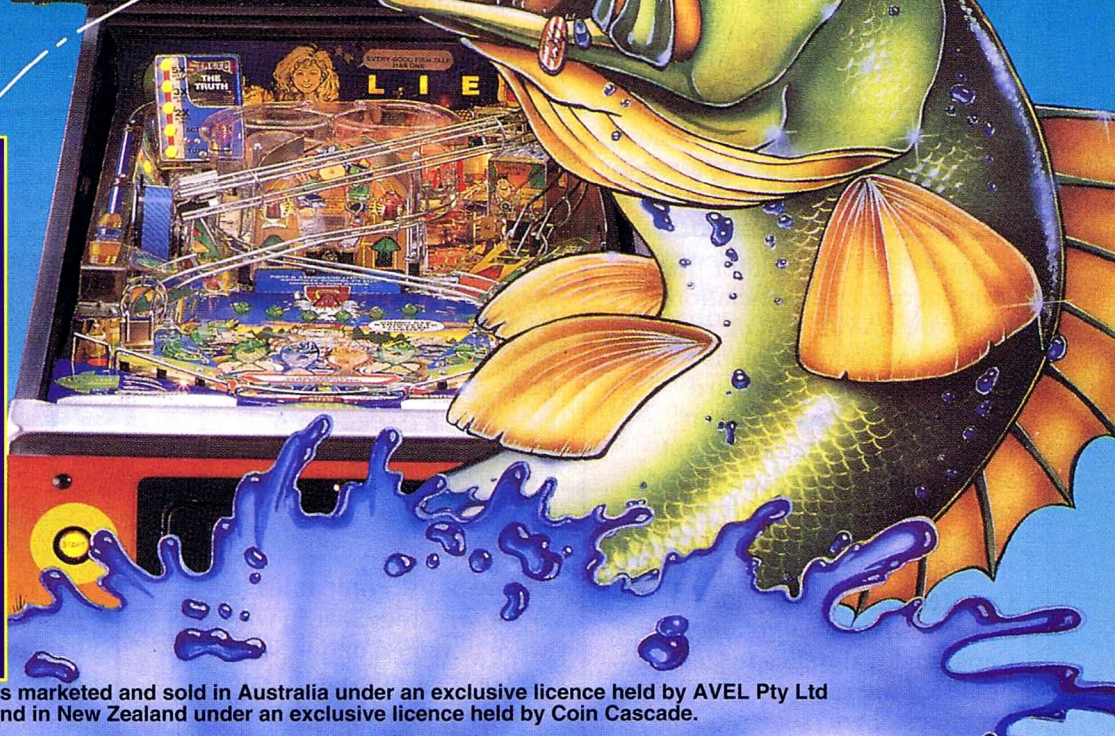
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Customers who have taken advantage of our special deals on both of these models have been delighted at the **MAJOR SAVINGS** they have achieved as well as being able to dispose of some very old pinballs and trade-ins. We have got some Great offers which include trade-ins, discount vouchers and generous credit terms. For full details contact our Sales Manager at an LAI branch close to you.

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Fortune-Telling Boom in Japan

Fortune-telling machines have suddenly become all the rage in Japan.

There are at least 10 major manufacturers producing the machines which vary in format from electro-mechanical to video presentations using dozens of different methods to tell fortunes and predict the future.

In the world today, it is said that there are more than 300 different forms of prognostication. These range from such concepts as "biorhythms", the idea that the human body has certain cycles, the period of which can be calculated mathematically and indicates one's future state of mind, to others which purport to provide exact information about the future based on more arcane methods. Some of the more familiar types include palm reading, tarot cards, astrology, the zodiac and interpretation of dreams. Onymancy, based on the number of letters in one's surname is the "West" and the

number of strokes it takes to write the surname is the "East". Physiognomy, wherein the shape of the face has importance, also have their followers. Normal playing cards can be used as well and many Australian children are familiar with the "she loves me, she loves me not" game played with flowers. Another type found in East Asia makes use of the classic Chinese work "I Ching" or "The Book of Changes", where the positions of 64 sticks allowed to fall on the ground are interpreted to hold clues to the future. This list goes on and on. In France, one can even purchase a "fortune teller's encyclopedia", a weighty book, several hundred pages in fact. Given the number of books published on this subject, one could almost say that it has turned into a major industry.

Modern technology is converting all this into coin-operated machines which are programmed according to the popular myths and beliefs.

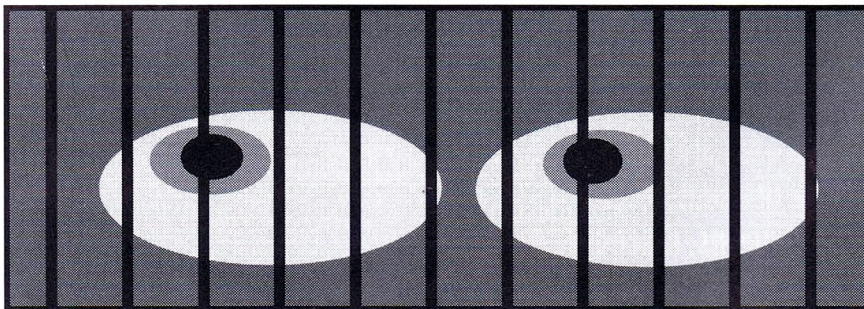
People in Japan and Asia

generally tend to be more superstitious than their counterparts in Australia and other parts of the Western world. This may account for fortunetelling machines being extremely popular in that area.

Various types of fortune-telling machines have been tried in Australia ranging from those that deliver a pre-recorded verbal message, others that display a message on a video screen and some that even have an in-built printer which can print out a lengthy message for the patron to take home to share with friends and relatives. None of these machines have ever demonstrated much staying power in the market place which suggests that the average Australian has more faith in the Right family. You know those lovely people, She'll-be, He'll-be, We'll-be and They'll-be. Maybe a machine which simply delivers the message "She'll be right" or "No worries" would go a lot better downunder. □

Capcom Nabs Copiers in U.K.

Barely two weeks after the four major trade associations (JAMMA, AAMA, AMOA, and BACTA) announced plans to coordinate anti-copyboard efforts, it was revealed that Capcom had initiated its first strike against distributors and operators of counterfeit boards in the U.K. Following detailed investigations by the British ICC Counterfeiting Intelligence Bureau, which was retained by Capcom, local police forces obtained warrants to search the premises of amusement game PCB distributors suspected of selling pirated copies of Capcom games. Over 200 copies of Street Fighter II and Knights of the Round were seized from three companies, and a director



of one of the companies has been arrested. Search warrants were obtained under Section 109 of the Copyright Designs and Patent Act of 1988, in relation to offences committed under Section 107 of the same act. These include the manufacture, importation, or selling of such articles without the proper authorization from

the copyright holder. Mr. Peter Lowe, assistant director of the Counterfeiting Intelligence Bureau revealed that investigations into alleged copyboard producers are ongoing. Capcom had said that they would issue an amnesty of sorts to anyone surrendering illegal copies to the CIB before March 1st of this year. □

Namco Wonder Eggs Celebrates First Year

In celebration of the first anniversary of the Wonder Eggs amusement complex in Tokyo, Namco has been holding a special series of events, called "Wonder Easter" to commemorate the occasion. The 44 day-long festival began on the evening of January 27th, the day before the actual "hatching" day. Visitors received free admission to the Virtual Vehicle attraction on that day. On "Hatching" Day itself, admission to the park was free. The events calendar included a Nostalgic Heroes

Easter Festival (March 20th-April 4th), an Easter Party (April 11th) and an Easter Egg Painting Contest. The closing event was an Easter Parade, also on April 11th.

"WONDER EGG"

RESULTS '92

Namco Limited, Tokyo, revealed that the number of visitors to its urban theme park "Wonder Egg" between February 29, 1992, and February 28, 1993, was 1,112,380 and yearly income amounted to

Y3,900 million. These results far exceeded the forecast of 800,000 visitors and Y2,500 million income.

As a result, on February 27, Namco invited about 150 people involved to an assembly hall near "Wonder Egg" and held a commemorative party. Namco also gave its guests a preview of its recently completed "Virtual Vehicle" which was shortly to go into operation in the park. Namco has recently introduced a succession of such attractions. □

Game Machine Awards

The Japanese headquarters of Capcom and Sega were recently presented with Game Machine magazine's "1992 Video Game of the Year" awards for the Street Fighter II conversion kit and F1 Exhaust Note, respectively. Based on the mag's "Best Hit Games 25" compilation chart, the awards were given for the best-earning video equipment January through December 1992. Pictured above is Game Machine publisher Masumi Akagi with Sega Japan president Hayao Nakayama. □



VR Arcade Opens in London

In January, London's first all-virtual reality arcade opened in London's Tower Hill district. The new 1300 ft² site is to incorporate Legend Quest Virtuality game alongside other pieces. Legend Quest is a game

in which up to up to four players can choose to become either an elf, a dwarf, or to stay human, and then do battle in a full colour, 360 degree, 3-D computer generated world. Players can compete against the

computer or against each other, and, donning special helmets, are transported into dungeons to fight spiders, skeletons, hobgoblins and wolves. A four minute game costs two pounds (A\$4.35). □

Virtua Racing



- Produced to Australian specifications.
- Four Twin Cabinets can be linked.
- Two 26" Nanao Monitors
- Superb Sega Technology

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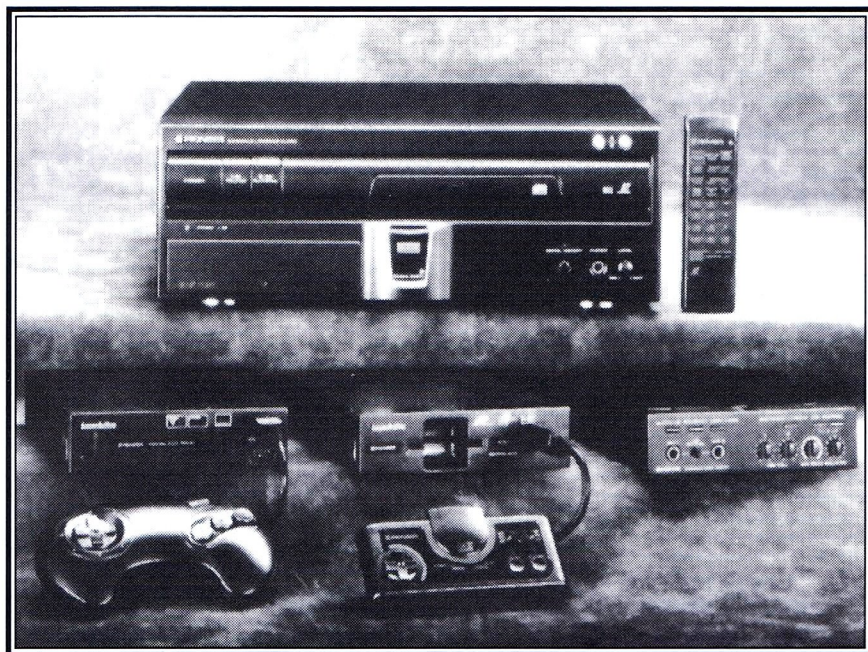
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SEGA

LAI Produced Cabinet Shown



3DO Promises 32-Bit Home System; Time Warner Plans Vidgame Downloading



American vidgame visionary Trip Hawkins has a new company called 3DO (like "video" and "audio," only it's 3-D . . . get it?). 3DO will have a 32-bit home video game system for shipment this year. It's backed by Time Warner, Matsushita, AT&T, MCA, etc . . . Polygon graphics will be featured in a forthcoming Nintendo 16-bit home game cartridge. The game is called *Star Fox* and shipped for the Super NES in Japan on Feb. 21, using a new chip to provide graphics of top arcade simulator-type quality. . . Time Warner will download existing vidgames, plus newly commissioned titles, when it bows its fullmotion version of an "information superhighway" early next year in Orlando, Fla. T-W's press briefing mentioned Sega & Nintendo as possible game suppliers. According to Alexander & Associates' Interactive Update, Sega group marketing director Doug Glen declined to comment on any specifics regarding T-W, but

said Sega has had "extensive conversations with cable companies regarding the fibre/coaxial connection" . . . BellCore (R&D lab of Bell telephone) says its new digital compression scheme can download a full length motion picture over existing phone lines to 80 remote sites (i.e., homes with the right "black box") in just 10 seconds . . . IBM announced a new multimedia venture called "Fireworks Partners" which has a multibillion dollar budget. Separately, IBM is still trying to put together its own "information superhighway" to download interactive services to homes.

COIN OP REPERCUSSION

It appears that new technology is going to make it possible for the consumer to receive games on their home TV screen which are of equal

quality in terms of graphics as those seen in leisure centres and street locations today.

Some sceptical operators may ponder whether people will still go to leisure centres and street locations and whether consumer products may eventually takeover from coin-op.

There may have also been time in the cinema industry when some of the sceptics taught that with the advent of VHS and VCR, people would hire video movies rather than go to the cinemas. This did not happen because video libraries only get the movies after they have finished their run in the cinemas, watching a movie on a TV screen is no substitute for the sight and sound experience of a large cinema screen and last but not least, we must not under-estimate the human need for social inter-action. For the same reason that people go to the movies to be with their family and friends, they will continue to frequent leisure centres and street locations to meet family and friends and participate in the latest com-op games.

Furthermore, the coin-op industry will respond by using technology to create presentations and experiences which simply cannot be duplicated by the home television screen.



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for Skilltesters and Prize
Redemption Games

\$ **325**

per carton
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Celebrities Put Huge Spotlight on PAPA 3

Take a bow, Steve Epstein & Frank Seninsky. Their PAPA (Professional & Amateur Pinball Assn.) held its third annual World Championships of Pinball from Feb. 12-14 at the Park Center Hotel in New York City. Celebrities like movie star Brooke Shields (seen above) participated in this fund-raiser for the New York Special Olympics. Thanks to all the star power, plus a good cause (not to mention plenty of PR savvy and plain old hard work), PAPA chalked up the most stellar press coverage from TV, radio, newspapers and periodicals that the industry's seen for a long time. ☐



SALEX93 to Take Place

The first international leisure industry expo to take place in South America will be staged in Sao Paulo, Brazil from July 22nd to 24th. SALEX 93 is being organized and sponsored by EuroSlot magazine in association with Games News of Brazil and ABC Magazine of

Argentina. More than 200 stands at SALEX 93 will occupy 7,500 sq. meters of exhibition space on one level of the giant Mart Center shopping and commercial complex in Sao Paulo. The schedule for the exhibition will include seminars on different aspects of the South

American market. "The South American market has been largely isolated from the rest of the world but that is now all set to change," said Mr. Stephen Whatmore, Chairman of World's Fair, publishers of Euroslot. ☐



Vince Ditton

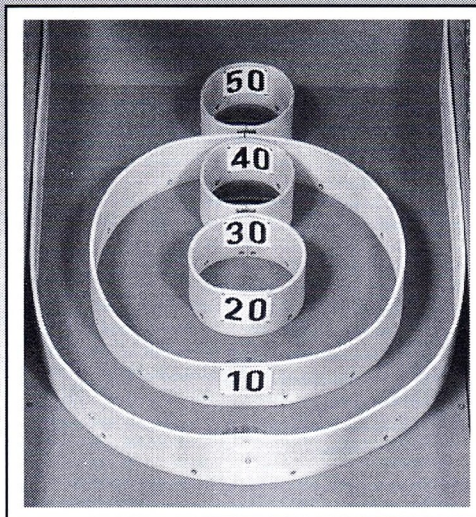
ALMOST 100 per cent of the joysticks used in coin-operated games in Australia and New Zealand are produced by Multicoin Australia, headed by Vince Ditton. The six-year-old company has now opened an office in Hong Kong to service the Asian market and already has an agency in the US through Amusement Emporium.

Vince is so confident about his joysticks that he recently issued the guarantee that if one

failed he would give the customer double his money back. But in fact the coin machine business only comprises 30 per cent of his business. The rest is in the consumer games industry. Vince is based up on the Gold Coast of Queensland where he has a factory for the joysticks and buttons producing business. He spends his free time with his fiancée Toni and playing golf, but won't admit which has priority! ☐

SKEE

ROLL



Available with both 10ft & 13ft Lanes

FEATURES :

- Constructed from 18mm Raw Form ply
- Features audio and fitted with an 8" speaker
- Multi Coin Electronic Mechanism
- Deltronics ticket dispenser
- Flashing light on win
- Large L.E.D. score display
- Illuminated playfield
- Majority of components serviceable from front of machine
- New ball release mechanism designed for reliability and low maintenance
- Hidden cash box
- Attractive colour co-ordinated cabinet with complementary artwork
- Cabinet separates into 2 sections for easy transportation.
- Front and rear cabinets fitted with legs for quick assembly

Ask our sales staff about our **NEW WARRANTY POLICY**

BRAND NEW DESIGN

Improved Ball Release System allows game to operate with only 1 Ball

DIMENSIONS:

HEIGHT : 2030mm (6' 8")
 LENGTH : 3968mm (13')
 LENGTH : 3206mm (10')
 WIDTH : 740mm (2' 5")

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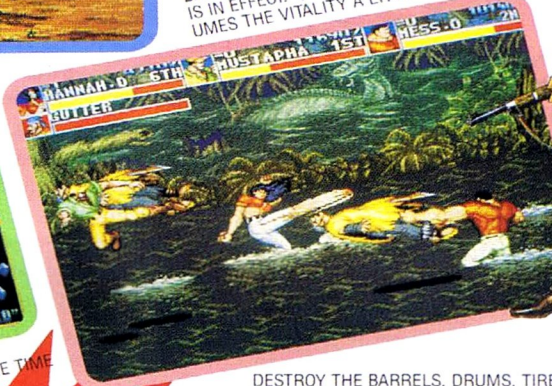
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BATTLE IN THE SWAMP. THE MEGACRUSH IS IN EFFECT. ("A" + "B" BUTTON) CONSUMES THE VITALITY A LITTLE.



PLAYER SELECT SCREEN. SELECT ONE OF 4 DIFFERENT CHARACTERS. YOU CAN CHANGE YOUR CHARACTER AT THE TIME OF CONTINUE.

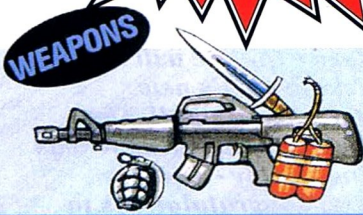


DESTROY THE BARRELS, DRUMS, TIRES TO FIND OUT VARIOUS ITEMS!!



Another Blockbuster Hit from the makers of Street Fighter

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AT HOME & OVERSEAS

It's Happening in Our Industry

QUEENSLAND QUICKIES

Old Country operator Greg Webb visited Brisbane and shopped around town for a Final Lap 3, after inspecting several versions, he decided that LAI's (although more expensive) was the one to have - Question was how to get it home in the Volvo - after dismantling the seats from the base (that's from the Final Lap) and removing all door handles from the passengers doors (that's from the Volvo) we've got that thing in the car.

Wonder what his wife thought when Greg turned up with the converted Volvo on his Final Lap.

Operators scrounged around for old cabinets to take advantage of LAI's offer to trade two old games for the Dr Who or Fish Tales Pinballs. It's costing us heaps in Tip Fees.

Congratulations to Brian Sadler and the owners of the Loganholme Hyperdome for opening their first Leisure Centre. With a background in establishing Theme Parks like Dream World this Centre sure will be spectacular.

SA SNIPPETS

Mike Spartalis alias "Cupid" has now been given a new nickname "Jinx" while golfing the other day with Peter De Bodl. He was removing his sunglasses every time he would tee off, then on every hole at the putting green he would remember his sunglasses at the tee and run back to collect them. After ten holes and fifty miles of running back and forth Mike left his sunglasses at the tenth tee-off

for good. At the eleventh Peter heard a thump and a urrrgh! thud! flop!, Mike had been hit by a golf ball from a perfect 250 yard drive. Mike doesn't want to play golf again.

April Fool's jokes run amok in South Australia. Mike Dekrester was at the end of a fairly well organised joke. He was called to say that his Addams Family Pinball had been in a Ram-Raid Act and the culprits had smashed the top glass and smashed the playfield to get to the coin box. His friend had organised a new playfield air freighted from USA story goes on and on, the Police were in on it also. Mike's jet black hair is now grey.

To finish off April Fool's jokes, ring Val Lee from Timezone and ask her about the wet experience.

NSW NEWS

For those customers who have visited our Sydney showroom recently we would like to thank you for your patience while the showroom is being renovated. We're sure that when all the banging, gyrocking, sanding, painting etc etc is complete the minor disruption to 'normality' will be well worthwhile.

P.S. If anyone wants to volunteer their services to help with the dusting of machines when all the work is complete your services will be more than welcome!

To the travelling pinball guru, Norbert Snicer, who has covered more of Australia recently taking his pinball message to the other States than Keating and Hewson on the campaign trail, we hear that his seminars have been warmly

received. Well done Norbert and from all attendees at your Sydney and interstate seminars, thank you for passing on some of your expertise so that life may be a little easier for pinball operators

VICTORIANA

NBA JAM - the Hit of American Trade show. That was the report back from many of the Victorian Operators who were lucky enough to visit the show in Las Vegas. As a reminder that we all live in the lucky country, one of the operators walking through a Los Angeles car park had to duck for cover when he witnessed a violent shootout between police and the locals. Now we all know why they have signs "Park at your own Risk".

Peter Whelan from East Coast Coin has the reputation of finding a bargain bit this time it was his wife Connie who got the best deal in town. A free trip for two to Fiji won in a raffle. Hopefully both of you had a great time.

A poor excuse - Ali of Video House rang Philip Hogan to apologise that he will be late in picking up his new Whitewaters pinball. The reason was that his wife was having a baby - what an excuse. Congratulations to both of you from all the staff at LAI Victoria.

The Indy 500 was hosted on the Gold Coast again, Alex from A & D Amusements and Michael from All Suburbs Hire were there to witness the race and the fine weather.

Continued over.....

It's Happening cont...

P & D Investments are a father and son team who know their games inside out. Recently Peter (Dad) challenged David (No. 1 Son) to a Mortal Kombat game after 52 straight losses David conceded defeat to his Dad.

The National Pinball League is soon to start in Melbourne and participating sites are experiencing great interest and a better than expected sign up from competitors. It seems that Pinball competitions are going to have a following previously only experienced by Pool Competitions.

It's good to hear operators expressing that sigh of relief that comes at this time of the year - Thank God Easter is here and the takings climb. What short memories we have this happens every year

KIWI KWIPS

Force-Village theatres held the grand opening of their latest 8 theatres Multiplex situated at New Lynn on Friday 9/4/93. The gala opening was officiated by the Mayor of Waitakere Mr Harvey and was attended by a number of celebrities including Peter Francis and Peter Garner from Force Corp.

This purpose built 10 million dollar building includes a dedicated "Time Out - Family Entertainment Centre" with 15 of the latest pieces installed and was certainly well patronised on opening night.

Auckland Coin's Maarten Boogert and his team (including his younger brother and new partner Alex Boogert) were so busy racing around to ensure that all the equipment was installed in time for the opening of the new multiplex that Maarten (I drive a truck anyway) forgot to stop his Chev Truck when the rest of the traffic decided to stop. Can't really damage a Chev truck but the other vehicle was certainly "bent".

Nice to see the tennis and holiday expert Brian Dowdle has enough confidence about the future of our business that he has recently bought out his partner (David Boogert) and reestablished his round with new partner Mike Cutts and a large number of new sites and machines. Looks like the trips to the Gold Coast will slow down for awhile Brian.

A relative newcomer to our industry John Stuart still runs his dairy farm as well as his new pinball and video business. Nice to see that he can take yet another holiday (three weeks) in 1993. Business must be good especially

for these new operators that have not heard the bad news about our business being depressed.

With a population of only 60,000 Rotorua presently has three developers vying to be first to set up a multiplex in the town. As we have seen from other towns only one centre will survive with this small a population base but certainly the developers are keen to spend money in this industry.

A recent visitor to Lower Hutt ex trucking tycoon John Clayton from "Fun & Games" in Palmerston North seems to have forgotten a few of the basic driving skills. With two generations involvement in the trucking business it must be embarrassing when you cannot back out of a driveway and a tow truck has to be called.

Welcome to newcomers in our industry:

Peter Butcher from "The Plains Pinball Company", just got involved in our business and immediately had to rush across and attend a pinball training seminar in Sydney - tough job.

The Enright Family who have jointly formed "Follow Yos". Still having some problems with the name but certainly they know how to operate their games.



SERVICE BULLETIN

"WHITE WATER"

Coil bracket breaking (Part No. 01-11273).

Coil bracket (Part No. 01-11273) which is used on the bottom arch kicker assembly (White Water) and the knocker coil assembly (both games) might break due to a manufacturing flaw. If you do experience a breakage on this bracket, replace it with Part No. B-7409-2.

Note: The only games affected have been manufactured on February 19th, 22nd and 23rd. The manufactured date can be found on the serial number tag, which is

located on the back of the cabinet and inside the coin door.

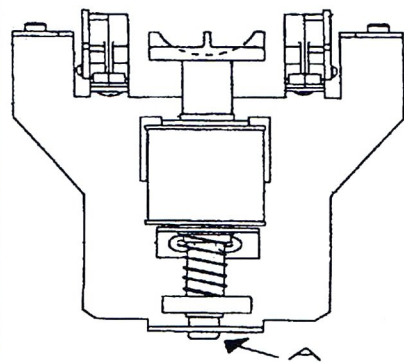
"WHITE WATER"

Intermittent or weak action from ball popper assembly (A-15769).

Rubber grommet missing or installed incorrectly on ball popper assembly.

We have a few customers reporting that the rubber grommet (Part No. 23-6420) on the ball popper assembly on "White Water" pinballs have been missing. See item (A) for location of grommet. Please check your game and install a new grommet if needed.

White Water



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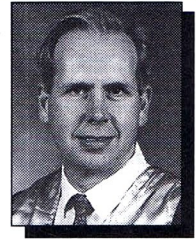
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Skill Shop

Skills for developing your business



This is a regular column by Peter Finney, LAI's National Training Manager. Each month, Peter will present ideas that will help readers to develop and fine tune their business skills. Peter is well qualified for this role, with an extensive career in hotel management and training before joining LAI in 1990.

THE HAPPY HIRER

You don't have to be Einstein to realise that all businesses need people to work in them. And some businesses need more people than others, to service a high volume of work output.

Today in Australia, there are not many organisations that are actually expanding. As the recession drags on, there is still uncertainty about the future, and hesitancy with investing in expansion.

Our industry is fortunate to be amongst the few who are actually surviving and growing. We all agree that as our market gets larger, we must continue to satisfy it with better products, AND better people.

For many Operators, they are "one-man" businesses, and have no desire to allow their organisation to grow into a vast emporium employing numerous people. It is these businesses that depend largely on other organisations for service and supplies, which provides economic growth, at a grass roots level, to larger organisations.

Some operators are

expanding by taking on more locations, which in turn might mean hiring a technician, a person to answer the phone, or even someone else to count your money!

We often focus our attention

My guess might be not too often!

So the first decision to make before hiring more staff is quite simply "CAN I AFFORD THIS RIGHT NOW?" And can you guarantee a ROI that will

satisfactorily cover the investment? This is a tough question, one that only you can answer.

However, because our industry is growing we need people to work for us, people who will do the jobs as good as, or better than what we can do ourselves.

So when hiring employees, care should be taken to try and get the right person. Don't be surprised though if sometimes you make poor hiring decisions. We all

make mistakes. The trick though is to recruit properly in the first place, to reduce the risk of hiring someone who is not suitable.



"No, I can't do sales. Can you do this?"

(Reprinted from Training Today)

on capital expenditure, and the expected rates of return on investment (ROI). but how often do we calculate ROI on our human resources, or the people we have working for us?

Continued over.....

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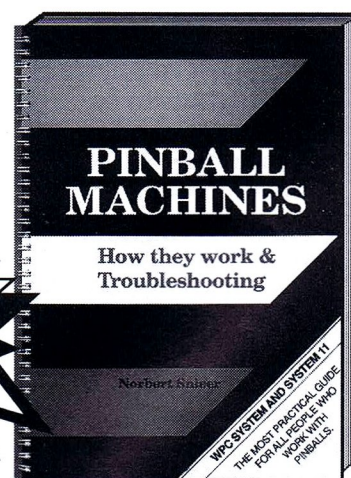
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Skill Shop cont...

With the number of jobless in Australia currently over one million, there should be a lot of people looking for a job. I recently read a government report that had surveyed members of the workforce. More than 41% of the workforce would like to quit their current employer.

Combining these two statistics, potentially there are five million people who would apply for a job in your organisation. What you need to do is to determine which ONE would be the most suitable.

ADVERTISING

When you need help, where do you advertise for staff?

Each situation is different, however, using a daily newspaper is as good as any place. Prior to advertising, you need to work out the type of person you are looking for, and the work you will expect them to complete. And of course, how much you will pay them!

Your newspaper will advise you of any legal breaches, should your ad not fall in line with community standards.

Do you want applicants to phone or would you prefer written applications? Don't forget to make this point clear.

And when do applications close?

INTERVIEWING

After you have shortlisted applicants, arrange a convenient

time and location to interview. Beforehand, prepare a list of questions to ascertain vital information. And remember that all questions should be professionally oriented. Marital status, religion, country of origin have little relevance during a job interview..

During the interview, make the applicant feel comfortable. Ask your questions, and listen to the answers. Observe the applicants appearance. Do they have any questions?

The interview is a brief period of "getting to know" the applicant, so use your time wisely. When you select a new employee you should feel comfortable with this person.

If you are interviewing several people, make notes either during or afterwards. This will make choosing a much easier task.

SELECTING

After your interview, you should make up your mind. Use your interview notes to prompt you. If not one person stands out, go through the notes, recording positives and negatives about each applicant.

If you want to contact a previous employer (after gaining applicants permission) for a reference check, determine what questions you will ask over the phone.

Does your first choice have all of the necessary attributes to adequately fill the vacant position? Remember, hiring is the easy part, firing can be a lot more difficult!

Once you have made your choice, contact the applicant to confirm the appointment. Only after this is confirmed, let all the other applicants know that they were not successful this time. Sometimes you first choice may no longer be available, so leave your options open until such time.

Hiring staff is an important function in any business. In small businesses, these decisions can be critical in the success or failure of your operation, so you need to choose wisely.

We all make recruitment mistakes, however by planning this activity, you can reduce the risks.

Determine the type of person you are looking for, and the job they will be doing. How much can you pay them? Call for applicants from a wide selection area.

Interview just a few. If no-one is suitable, interview some more. Discover as much as you can about the person, and choose the applicant you feel would do you proud.

And let all the applicants know of the outcome. Hiring staff is a public relations exercise and all applicants deserve to be kept informed.

Enjoy expanding your business, and ...

.... HAPPY HIRING!

Peter Finney

LOCATIONS FOR SALE

We have a number of locations available which have the very latest games installed. All locations are sold with a signed contract and are on low commission rates.

**For further particulars,
contact your nearest LAI Office.**

TEST REPORTS

TIMEZONE

Test Results obtained from Timezone locations throughout Australia

Dedicated games

1. Midway 'NBA JAM'
2. Sega 'Virtua Racing'
3. Jaleco 'Wild Pilot'
4. Konami 'Lethal Enforcer'
5. Namco 'Suzuka 8 Hours'
6. Namco 'Final Lap 3'
7. Atari 'Mad Dog McCree 2'
8. Sega 'Stadium Cross'
9. Midway 'Mortal Kombat'
10. Taito 'Sonic Blastman'

Conversion Games

1. Capcom 'Cadillacs & Dinosaurs'
2. Irem 'In the Hunt'
3. Capcom 'Warriors of Fate'
4. Capcom 'SF II'CE Hyper Fighting'
5. Konami 'Mystic Warriors'
6. Seibu 'Cup Soccer'
7. SNK '3 Count Bout'
8. SNK 'Fatal Fury 2'
9. Data East 'Fighters History'
10. SNK 'Super Side Kicks'

Pinballs

1. Williams 'White Water'
2. Bally 'Dr Who'
3. Bally 'Creature from the Black Lagoon'
4. Williams 'Fish Tales'
5. Bally 'The Addams Family'
6. Williams 'The Getaway'
7. Williams 'Terminator 2'
8. Bally 'Party Zone'
9. Williams 'Hurricane'
10. Bally 'Black Rose'

RePlay

As published by the American Replay Magazine

Upright Videos

1. Midway 'NBA JAM'
2. Midway 'Mortal Kombat'
3. Konami 'Lethal Enforcer'
4. Capcom 'SF II'CE'
5. Midway 'Terminator 2'
6. Sega 'Golden Axe II'
7. Konami 'Sunset Riders'
8. Taito 'Double Axe'
9. Namco 'Steel Gunner'
10. Midway 'Super High Impact'

Best Software

1. Capcom 'SF II'CE Turbo'
2. Strata 'Time Killers'
3. SNK 'Fatal Fury 2'
4. SNK '3 Count Bout'
5. SNK 'World Heroes'
6. Bundra 'Neck N' Neck'
7. Capcom 'SF II'
8. SNK 'Art of Fighting'
9. Capcom 'Warriors of Fate'
10. McO'River 'Aero Fighters'

Pinballs

1. Bally 'The Addams Family'
2. Data East 'Rocky & Bullwinkle'
3. Bally 'Creature from the Black Lagoon'
4. Williams 'White Water'
5. Data East 'Star Wars'
6. Williams 'Dracula'
7. Williams 'Fish Tales'
8. Williams 'Terminator 2'
9. Gott/Prem 'Cue Ball Wizard'
10. Data East 'Lethal Weapon 3'

JAPANESE GAME MACHINES

As published by the Japanese Game Machine Magazine

Table Videos

1. Capcom 'Turbo SF II'CE'
2. Nakanihon 'Quiz Channel Question'
3. Konami 'Quiz Gakumon No Susume'
4. Sega 'Puyo Puyo'
5. SNK 'Fatal Fury 2'
6. Capcom 'Warriors of Fate'
7. Namco 'Knuckle Heads'
8. Toaplan 'Grind Stormer'
9. Konami 'Mystic Warriors'
10. Sega 'Dark Edge'

Upright/Cockpit Videos

1. Konami 'Lethal Enforcers'
2. Sega 'Virtua Racing (Twin)'
3. Taito 'Super Chase'
4. Namco 'Suzuka 8 Hours DX''
5. Sega 'Virtua Racing (Deluxe)'
6. Jaleco 'Wild Pilot'
7. Namco 'Suzuka 8 Hours SD'
8. Capcom 'Warriors of Fate'
9. Namco 'Final Lap 3 (Deluxe)'
10. Namco 'Final Lap 3 (Standard)'

Pinballs

1. Williams 'Fish Tales'
2. Data East 'Batman'
3. Data East 'Lethal Weapon 3'
4. Data East 'Hook'
5. Williams 'Terminator 2'

Pool Prices Rise

SA billiard table operator Automatic Music Distributors has pioneered a price rise within their pool table division.

For the first time in South Australia, new tables have been installed for a gameplay of \$2.00 in line with most other States of Australia.

SA has been "behind the eight-ball" for so many years (if you'll pardon the pun), and AMD chief Frank Sebastyan says the new level of takings can only just commence the "catch up" process.

We urge other billiard operators to take a leaf out of this innovative book and do likewise.

STUDENT BAN

The issue of students being on amusement centre premises during school hours reared it's

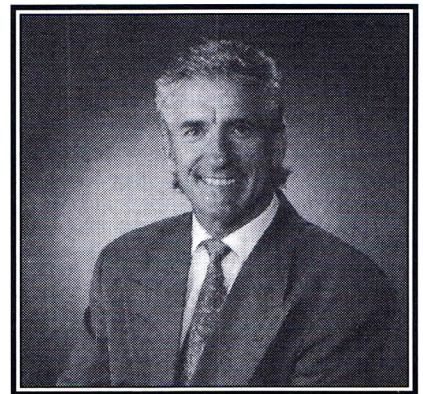
head recently in a conference between the Adelaide Lord Mayor elect Henry Ninio and AMOA president Frank Sebastyan.

Mr Ninio claimed that certain leisure centres allowed this practise, thus promoting truancy.

Checks were immediately made with operators of the city's major centres where assurances were given that this is not so.

The AMOA wish to remind amusement centre operators of their responsibility in this area.

Students should not be permitted into leisure centres during school hours. They should be refused admission and told to come back out of school hours. Claims by any students that "the school has the day off" must be immediately checked by phone



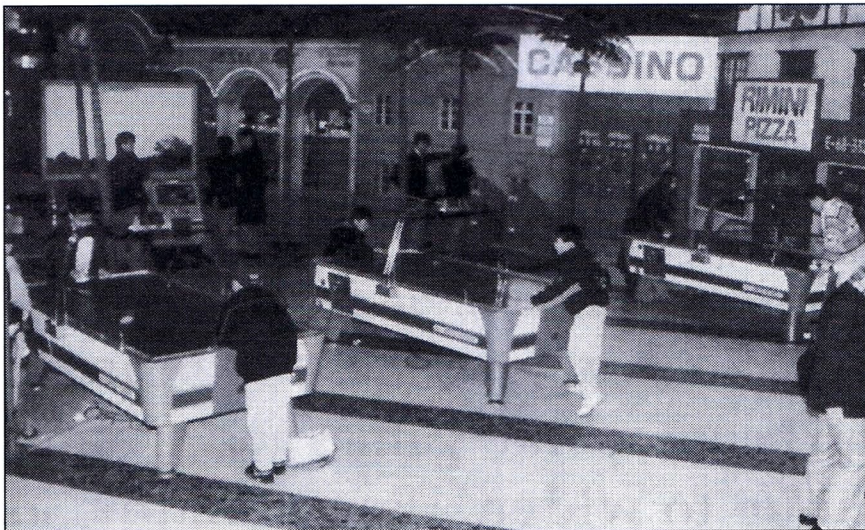
for verification.

The only exception should be a student with a medical appointment card, or in a group outing accompanied by a teacher.

Any operator not complying with this guideline will run the risk of public scrutiny and media attention.

Only self regulation will avoid official intervention. □

Tokyo's Largest Leisure Centre



With a floor space measuring 3,200sq metres (35,000 sq ft), ZYX is the largest arcade in the Tokyo metropolitan area. Opened last December 18th, the building originally housed an ice skating rink. 4,000 people (!) came in on the first day, and the number have remained high

ever since.

The interior design uses two motifs; one is that of a Hollywood studio, while the other is reminiscent of a manmade satellite. The equipment installed spans a broad range, including a 44-person Royal Ascot derby game,

the 15-person simulator ride Alice, the Galaxian3 Theatre: 6, and other pieces that touch all bases from the carnival game to big cabinet machines to video games of all shapes and sizes.

Groups in particular have been attracted to the location. Students tend to be the main customers after 4:00p.m. on weekdays, while adults drop by on their way home from work after 5:00p.m., especially before weekends and holidays. To accommodate the needs of these customers, there are plans afoot to build a 300 car parking space and increase commercial space in the arcade.

Total constructions costs ran Y1.2 billion (A\$15 million). The owner is Jujo Development Co., the real estate component of the Jujo Seishi Group, and the arcade is managed and operated by Miyake Co. □

GAME PREVIEWS

by: Professor Burko

CADILLACS AND DINOSAURS

Monitor: Horizontal
Controls: 4 x 8 way joysticks, 2 buttons

Cadillacs and Dinosaurs is a new game from Capcom which depicts the characters used in the American comics.

The Story

This game is set in the 26th century in a world where dinosaurs, men and women have learned to live together. Suddenly poachers appear and start slaughtering the dinosaurs. The dinosaurs now go on a rampage and only 4 hero's can settle this way.

Mess O'Bradovich

This hero is a giant who uses great strength when angry. His special combat technique is a flying lariat.

Hanna Dundee

She is a genius scientist who is well versed in Martial Arts.

Jack Tenree

The team leader who is a great fan of Cadillacs.

Mustapha Cairo

A skilled engineer, his fighting technique involves incredible speed.

These characters are the good guys. Now for the baddies.

Blade

Blade is a dangerous knife user and can implement attacks from a distance.

Poacher Joe

Ex soldier and a skilful swiper.

Lash

Lash uses a giant rock tied to a rope and whirls it around. A very weak fighter though.

Slisaur

This is one of Dr Fessenden's creations. This monster

possesses great speed and power.

Dr Fessenden

He is the amazing genius scientist who is the principle had guy in this guy.

This is a game that is packed with some incredible action features. First the cadillac used is armour plated and protects hero's from energy fire.

Items can be collected during play to use.

e.g. guns, machine guns, dynamite, grenades, knives, bazookas, missile launchers.

Food can sustain vitality.

This includes ham, salad and coffee. If your vitality is already high the food increases your score.

Treasure

Treasure increases wealth and bonus points.

Stages in this game are set in different scenario's;

Jungle Warfare

Mountains

Rainforests

Deserts and in the closing stage where Dr Fessenden is defeated. Audio and graphics are of high quality and I liked this game. ☐

CAPCOM

Q
Q SOUND



Cadillacs AND DINOSAURS TM

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GAME PREVIEWS

by: Professor Burko

IN THE HUNT

Monitor: Horizontal
Controls: 2 x 8 way joysticks
2 x buttons,
MISSILE -
TORPEDO
MINE

In The Hunt is a game that will appeal to the submariners and the Navy as well as just being a good game anyway.

You control a hunter killer submarine set in the future. Control of the submarines movement by dive, surface, forward, reverse is by 8 way joystick.

The two buttons control the weapon functions.

Button A - launches torpedos

Button B - launches missiles and mines.

Collected items increase firepower of your submarines to these functions.

Supersonic Torpedo, Barrage Torpedo and the type of torpedo is determined by the colour, eg. red, green, blue.

In The Hunt is an all out shooting game which really tests reflex actions mainly because enemy fire is all around.

With In The Hunt the challenge is to stay alive and the only way to achieve this is to rapidly press firepower buttons.

Collected items should never be left behind in this game. Enemies leave behind pods when destroyed, collecting these increases fire speed.

All said, In The Hunt is for the player who wants to keep busy. There is plenty of action in the Deep Blue Sea.

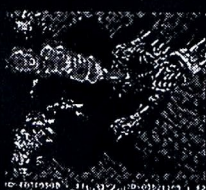
In The Hunt is a two player interactive and has a continue mode. ☐

**Standard
LAI PCB Kit NOW
AVAILABLE
Contact your
nearest LAI Office**

IN THE HUNT



地球守護神"狂田"。
彼を再び時間の間に決めるために。2000m、爆炎の悪魔と格闘。



地球の心音が聞こえる超深海水深
潜水艇での市街戦 /



潜水艇での市街戦 /
ネオ道標シティは戦場と化す。



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GAME PREVIEWS

by: Professor Burko

HATTRICK HERO

Monitor: Horizontal
Controls: 4 x 8 way joysticks, 3 buttons each player, SHOOT PASS

EXECUTE

Hattrick Hero is a 4 player interactive game which is based on European Soccer. Players control their selected hero by choosing one of 8 players which appear on the screen.

The screen depicts a dossier on each player.

Players are:
Salvador
Gustavus
Alex

Eigur
Herman
Guy
Ekundia
K. Minoa

All of these players will become team captains or special players with abilities that can be used during hard play.

Hattrick Hero gives some incredible features, like offensive moves.

Super Dash
Super Slide
Super Guard
Banana Shoot
Super Shoot
Hyper Shoot

These special offensive moves are performed by using joystick

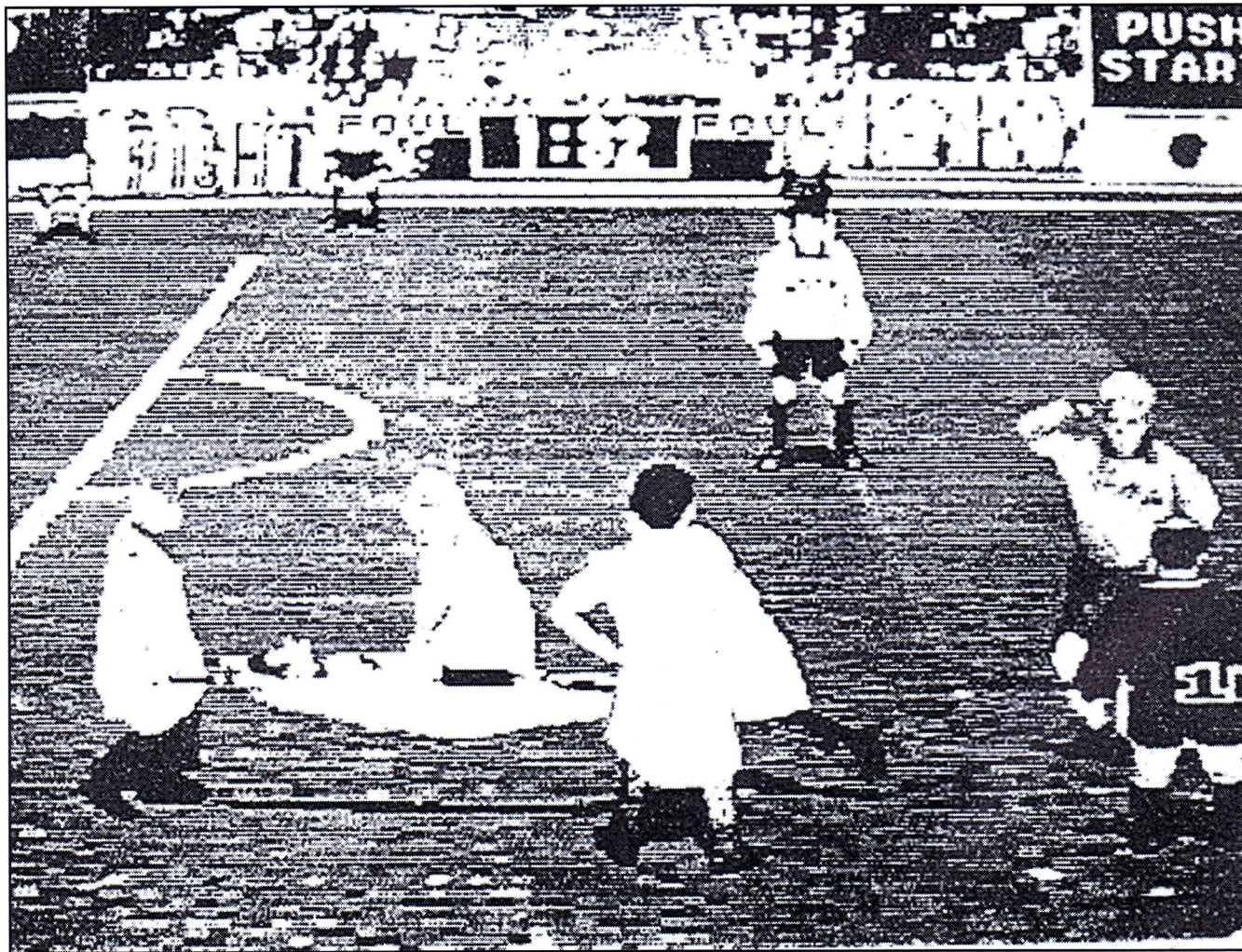
and buttons in combination.

Hattrick Hero also allows rough play so long as referees are out of view.

Hattrick uses special menus which are displayed on the screen by depressing the C button, this is a window that gives game options provided enough points have been granted.

Beware when using the rough play feature, a Judge could announce foul play and award a penalty shot. This could result in the dismissal of a star player.

European Soccer rules are enforced and the game winner is announced after the whistle is blown in the second half of the game. □



CRIMINAL TERMINATION **SUPER CHASE**

The breathless excitement of the car chase is back, and more thrilling than ever in the "Super Chase Criminal Investigation."

The game opens with Nancy reporting on crime over the radio.

The player must clear enemy fire and find the target car within the time limit.

Locating the target car extends the player's time and the chase scene begins.

The round is cleared when the target car's damage meter maxs out because of damage from repeated banging by the player's car within the time limit.

Arrest the enemy and it's on to the next round.

There are five action-packed rounds in all, from the west coast to the plains, mountains and urban highways of America.

Unlike any game you've ever known, "Super Chase Criminal Termination" will make you so sure of yourself that you'll "chase" your breath away!



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Deluxe Unit
Shown

SUPER CHASE
will also be available
in an LAI produced
sitdown cabinet

Chase 'em down! The rules of the chase are up to you. **TAITO®**

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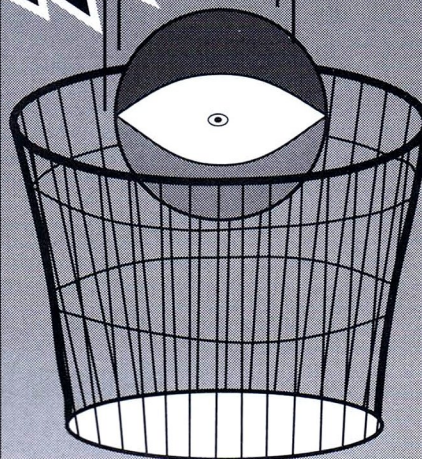
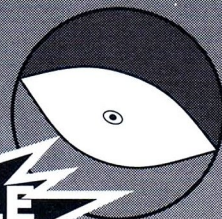
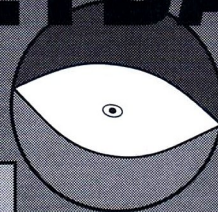
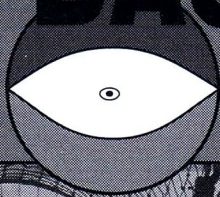
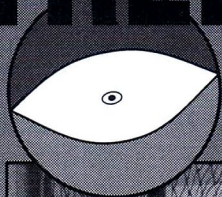
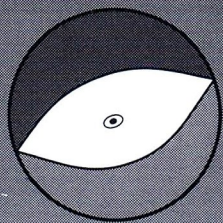
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LAI STREET BASKETBALL



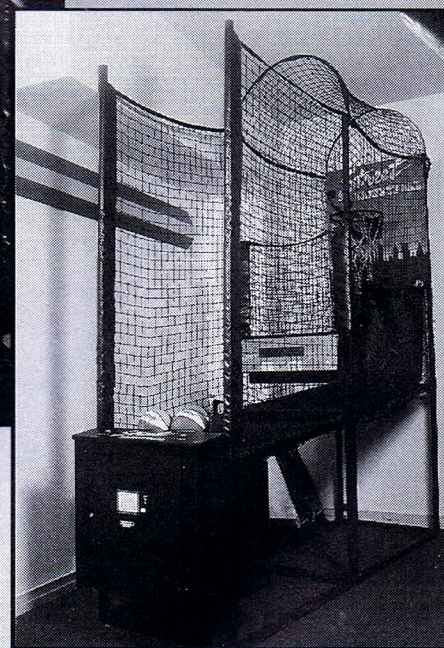
FEATURES:

- Dynamic sounds including whistle, music and cheering.
- Attractive graphic artwork.
- Front door hinged to the side.
- One or two player button on control panel.
- Bitumen type double laminated ply 18mm thick.
- Front and rear ball ramps mounted on rubber to absorb bouncing noise.
- Easy access to display box.
- 8" Speaker.
- Adjustable glides.
- Height adjustable for low ceilings.
- Easy to assemble.
- NRI electronic coin mechanism.



Dimensions
2.57m long
.80m wide
2.75m high

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GAME PREVIEWS

by: Professor Burko

3 COUNT BOUT (NEO GEO System Cartridge)

Monitor Horizontal

Controls: 2 x 8 way
joysticks,
A button,
B button,
C button &
D buttons.

3 Count Bout is the latest
release from SNK for their Neo

Geo System. It is a wrestling
game with a difference.

You control a selected
wrestler by use of 8 way
joystick and 3 buttons. Each
selected wrestler has his own
dossier with different fighting
skills. The main feature that **3
Count Bout** uses is choice of
game format:

WRESTLING RING

STREET FIGHT

DEATH MATCH

The player can choose
simultaneous play or with the
computer.

Tag Team matches are also a
given feature with this game.

Graphics are the same high
quality Neo Geo clear images
and the Neo Geo stereo sound is
also employed with very
realistic game sounds from the
processor.

Trying to get a turn to play **3
Count Bout** was a long wait and
the game enjoys popular
playing.

HAS NEO GEO DONE IT AGAIN?

THE FUTURE IS NOW
SNK

THE LATEST NEO GEO CARTRIDGE

3 COUNT BOUT

AVAILABLE NOW

CAN YOU SURVIVE THE ULTIMATE BATTLE?

The long-awaited,
100-Mega Shock charged Pro-Wrestling Game from NEO-GEO™
30 wrestlers, each equipped with Power Attacks
and Atrocious Moves rage
in the ring, biting, kicking,
and punching their way to the top spot
in the Wrestling World.
Competitive Play and Tag Match battles!

SUPER HIGH TECH GAME
NEO-GEO

THE TRADE MARKS OF "NEO-GEO" ARE REGISTERED BY SNK CORPORATION



NAMCO®

UP TO 4 UNITS (8 SEATS) CAN BE LINKED

Coca-Cola®

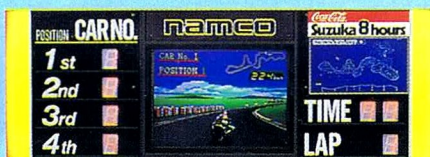
Suzuka 8 hours

THE MIDSUMMER NIGHT'S FESTIVAL!!

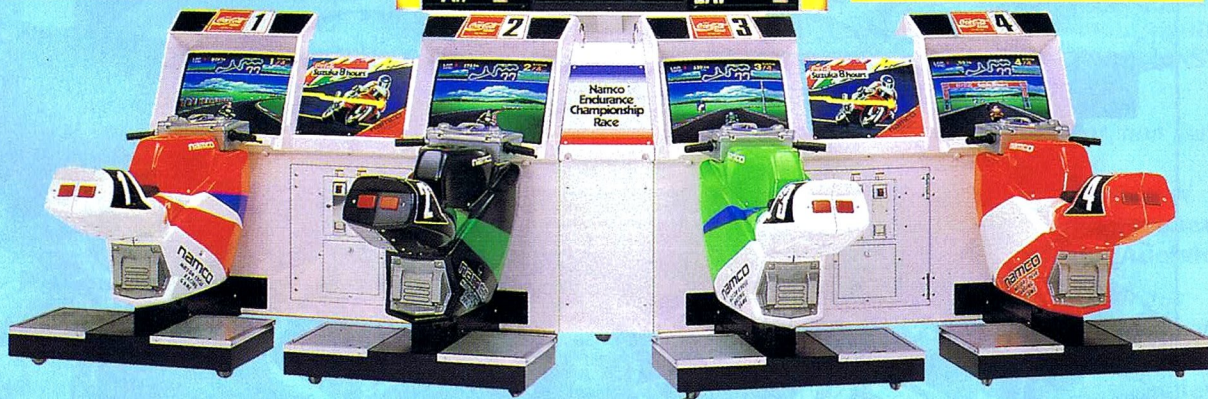


Due to unprecedented popularity of this game and the short supply in the market we have decided to re-release this product. Available as a twin unit or a four player unit with tower monitor.

The Suzuka 8 Hours World Endurance Championship Race held at Suzuka Circuit in Japan in midsummer is one of the world's famous motorcycle races. The riders challenge the limits of man's strength and concentration, and machine's power and ability from its start in the early afternoon until its finish after sunset. The course of the COCA-COLA SUZUKA 8 HOURS is modelled after this Suzuka Circuit, and the game fully compacts eight hours of passion, excitement, sweat and thrills into four laps



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GAME PREVIEWS

by: Professor Burko

DARK EDGE

Monitor: Horizontal

Controls: 8-way joystick,
2 x punch and
2 x kick

Dark Edge is a futuristic space combat game which also gives 3 dimensional attacking and defence. (Like B.O.T.T.S. but more refined.)

You control your hero by selection, and fight through a space legend to rid the menace of a supercomputer.

The player can choose between:

M.E.K.

A mechanical cyborg who has fused his human body with that of a machine. M.E.K. is determined to defeat the master computer.

Blood

Blood is a Bio monster, a mutant. He discharges poison at enemies.

Genie

A female Kung Fu expert. She has built a lightweight bodysuit with interesting features.

Yeager

A former German pilot who has become a Cyborg in order to fight proficiently.

Goliath

A labour wearing a powersuit constructed at the site he once worked in. He is very bitter and dangerous.

Thud

Thud is an American who understands the Samuri way. Spiritual power controls his actions and moods.

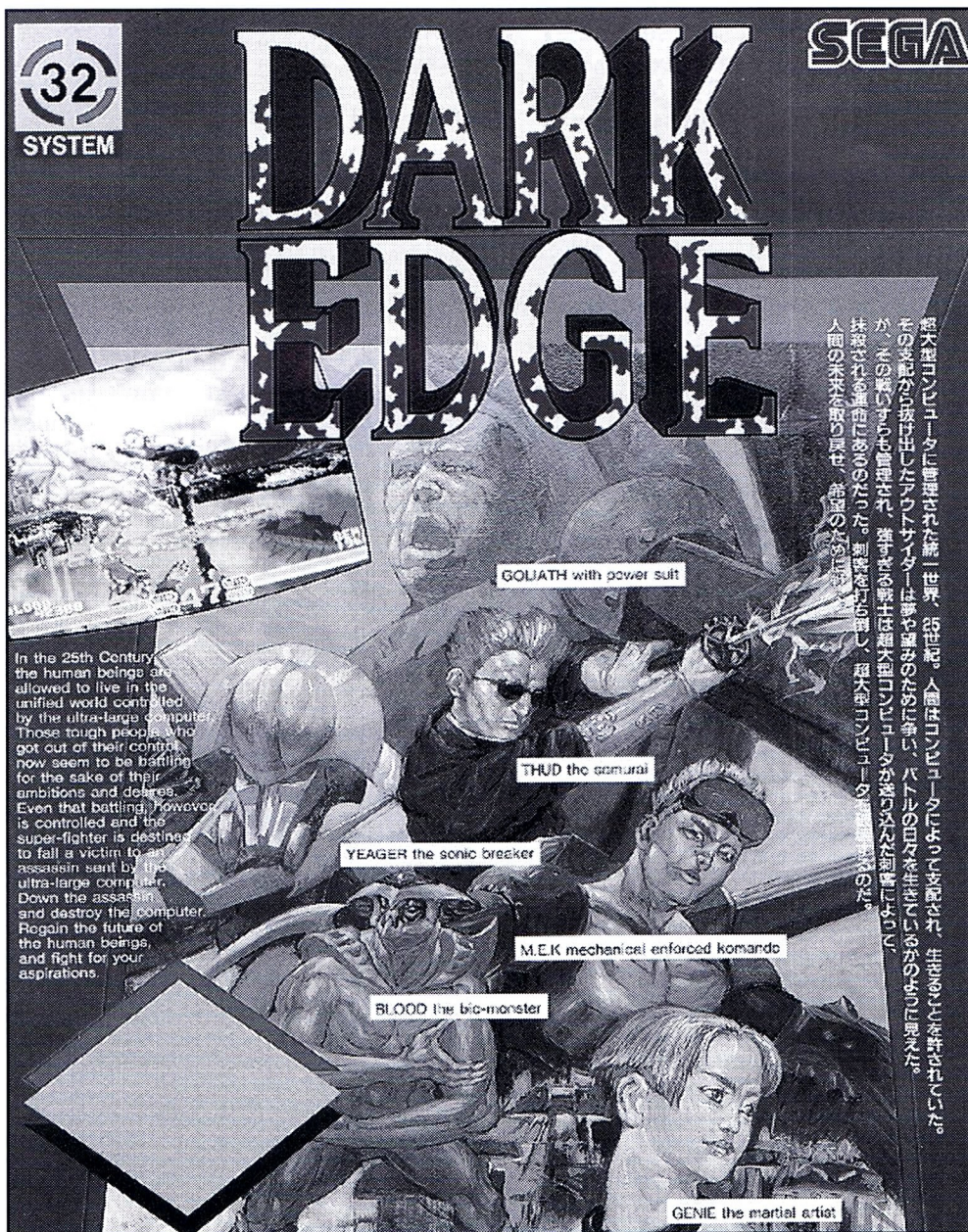
All of these characters must meet and engage in combat before access is given to the supercomputer.

In the final stage the supercomputer sends in an

assassin to destroy the victor of the challenge and to win you must regain the future.

Stage combat is set in different time levels of Earth. The most action packed scene was fighting during World War One.

In conclusion, **Dark Edge** will become a popular game as the player fights for the conquest of time and space.



GAME PREVIEWS

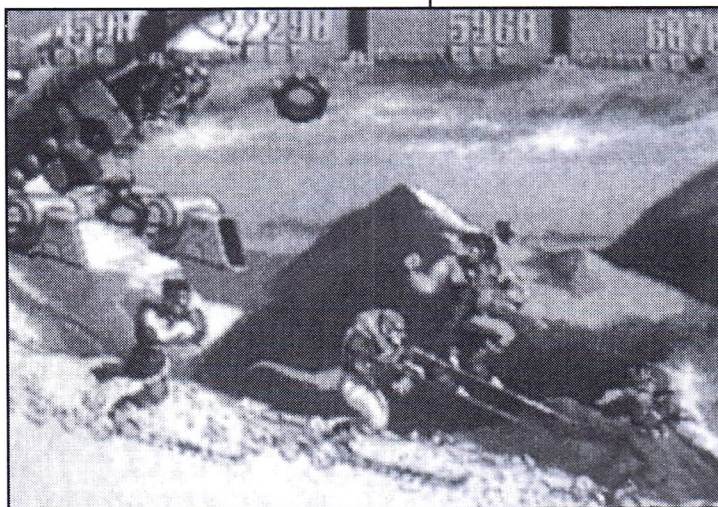
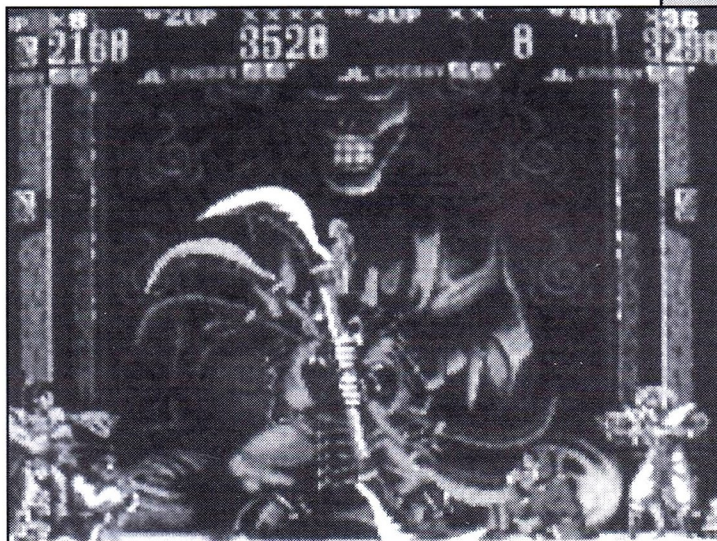
by: Professor Burko

MYSTIC WARRIORS

The setting is New York. An international mish-mash of five friends — Spyros (U.K.), Kojiro (Japan), Brad (U.S.), Yuri (Hong Kong), and Keima (Japan) — practice their ninja arts together in peace and quiet. Until one day, when Mr. Otomi, president of the mega-conglomerate leads his evil robotic ninja army, Skull, into their playground and kidnaps one of their number. The Spyros crew doesn't take kindly to that,

Plowing through all the underlings gets you a chance at Hasegawa, the chairman of the board at Skull, Inc. If you can bring about his early "retirement," then next in line is the big cheese himself, Mr. Otomi. Talk about the revenge of the shareholders . . .

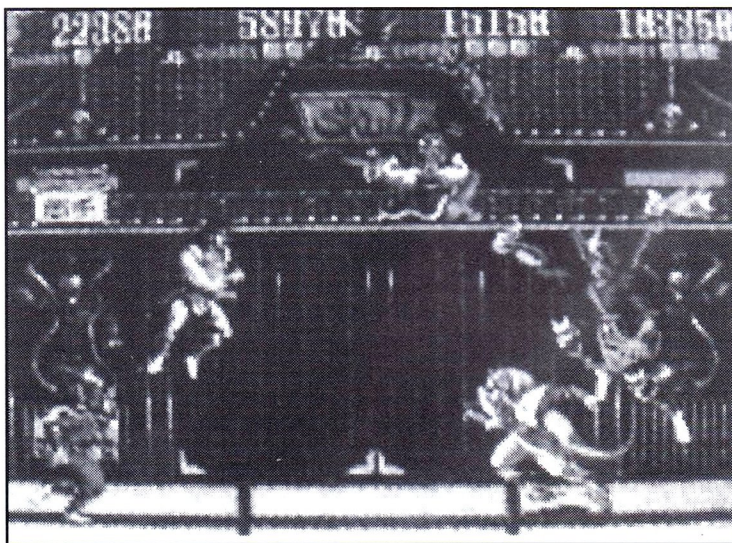
The action is controlled with



as Konami well knows, so they decided to set out for some ninja action. Ninja action for four players in Konami's new **Mystic Warriors**.

Each character, of course, has their specialty . . . and their weaknesses. Brad is fast with his slashing, and has a long shooting range. Kojiro is a whiz with shuriken, while Yuri is capable of repeating close-range attacks at great velocity. Keima has both range and great physical strength, while Spyros, although the master at none, is a pretty fair jack of all trades. The object of all this weaponry and muscle is, of course, to nail the big guys in charge of Skull.

tried-and-true eight directional joystick and two buttons, one each for shooting and jumping. When your enemies are near, they get a hack from your sword, while those too chicken to come close get to see how well you can throw your shuriken. For a fancier attack, move the joystick horizontal while pressing the jump button for a slide into your foe. Nine stages await our New Yorkers, including a trip up the river and down the ski slopes. The dip switch can be adjusted for two or four player action.



GAME PREVIEWS

by: Professor Burko

TITLE FIGHT

"Muhammed Ali. Jack Dempsey. Sugar Ray. Buster. Killer Kozinsky. Killer who?!? Who's that chump?"

Who, indeed. Well, s/he's no chump (we hope). In fact, s/he could even be you, if you work out long and hard on Sega's new **Title Fight** machine. The company took their old boxing video game, Heavy Weight Champ, and added some rather special features for a new thriller.

The cabinet is upright, with two screens canted at an angle to each other. In front of each screen are two joysticks shaped rather like saberhandles, or perhaps even the inside of boxing gloves. There are two different modes of play: player vs. player and player vs. computer (a second player may buy-in in the latter mode). After popping your coin in, choose from one of four characters. You've got a number of different kinds of punch you can deliver, including straight shots, jabs, hooks, uppercuts, and body blows. Furthermore, you can also block against your opponent's punches. Win with a KO or by decision.

The rules are simple enough, and the controls don't seem that hard to manage either. The fun part is on the screens. Remember we said there are two of 'em, and each gives that player's view of the action, i.e. you see your opponent on your screen, and he sees you. Now, you might be thinking it's bit hard to punch and defend if you can't actually see where the other guy's blows are landing. Well, you're right, it is, and that's why Sega came up with a unique answer. Your character also appears on your screen, with a see-through upper body outlined in green. Now that's

the way to see some action. Plus, to add to the fun, when you or your opponent (you know, the bad guy) go down,

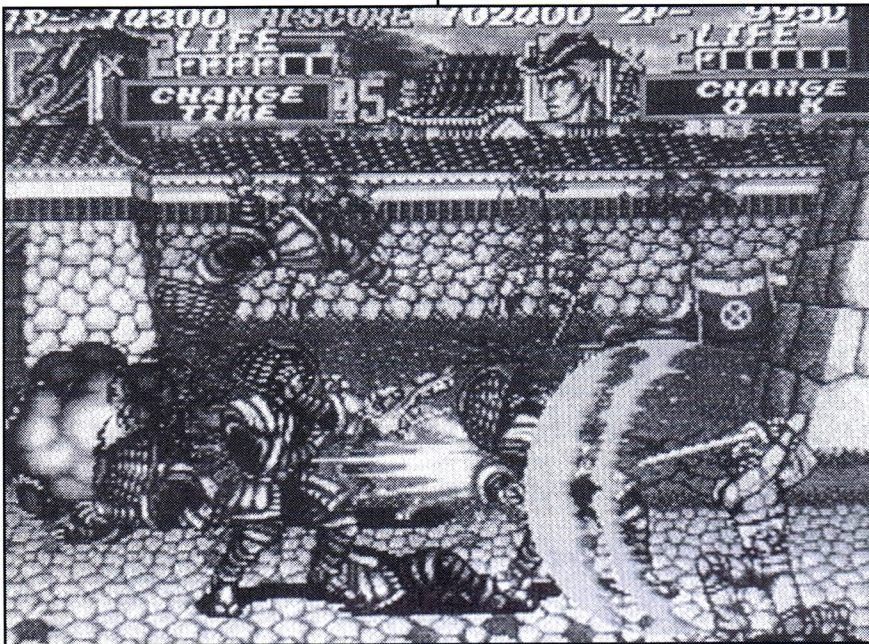
the view is from the canvas, looking at the ref giving the ten count. □



GAME PREVIEWS

by: Professor Burko

SENGOKU 2



If you were to play a word association game with someone off of the streets of, say, New York, and say the words "medieval Japan," the answer you're liable to get (when you get an answer, that is) is "Samurai, chief, and I'll have your wallet, too." Samurai were at their peak during a time called the Sengoku, or the Warring States period, which lasted from 1482 to 1558. Rogue warriors roamed the countryside, fighting and killing.

SNK's Sengoku 2, however, embellishes the story just a bit. Seems this warlord got control of the powers of darkness, using the powers to call up demons, create evil samurai, and have them do all kinds of nasty business on the earth. Just when all hope seemed to be lost, a princess who can see the future figured out that there's going to be a whole lot of warriors born who will be able to fight the fight. So she brought

them back to the deed, and SNK was on hand to capture the action.

In case you haven't figured it out yet, YOU are the warriors. The game is the sequel to 1991's Sengoku, and like that item, it is a horizontal scroll action game for one or two players. As is

appropriate for the genre, the players are equipped with genuine samurai swords. To attack, the game features the redoubtable 8-directional joystick and four buttons. The first button is for upper cuts, while the second is used for cross-ways swinging. Both buttons can be used for defense as well. Finally, there's that fourth button. SNK calls it the "change" button. Y'see, you actually have three characters at your disposal; by pressing it, you can change between being a ninja, a tengu-like figure (a tengu is a kind of goblin with a big nose), or a ninja dog. Turtles, eat your hearts out. Each character type has different ways in which they perform their attacks, so the astute player can mix and match types while they play to get the most effective response.

The fantasy-action, history buffs out there (or at least the ones who like ninja dogs) who want more information should contact your nearest LAI office.



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